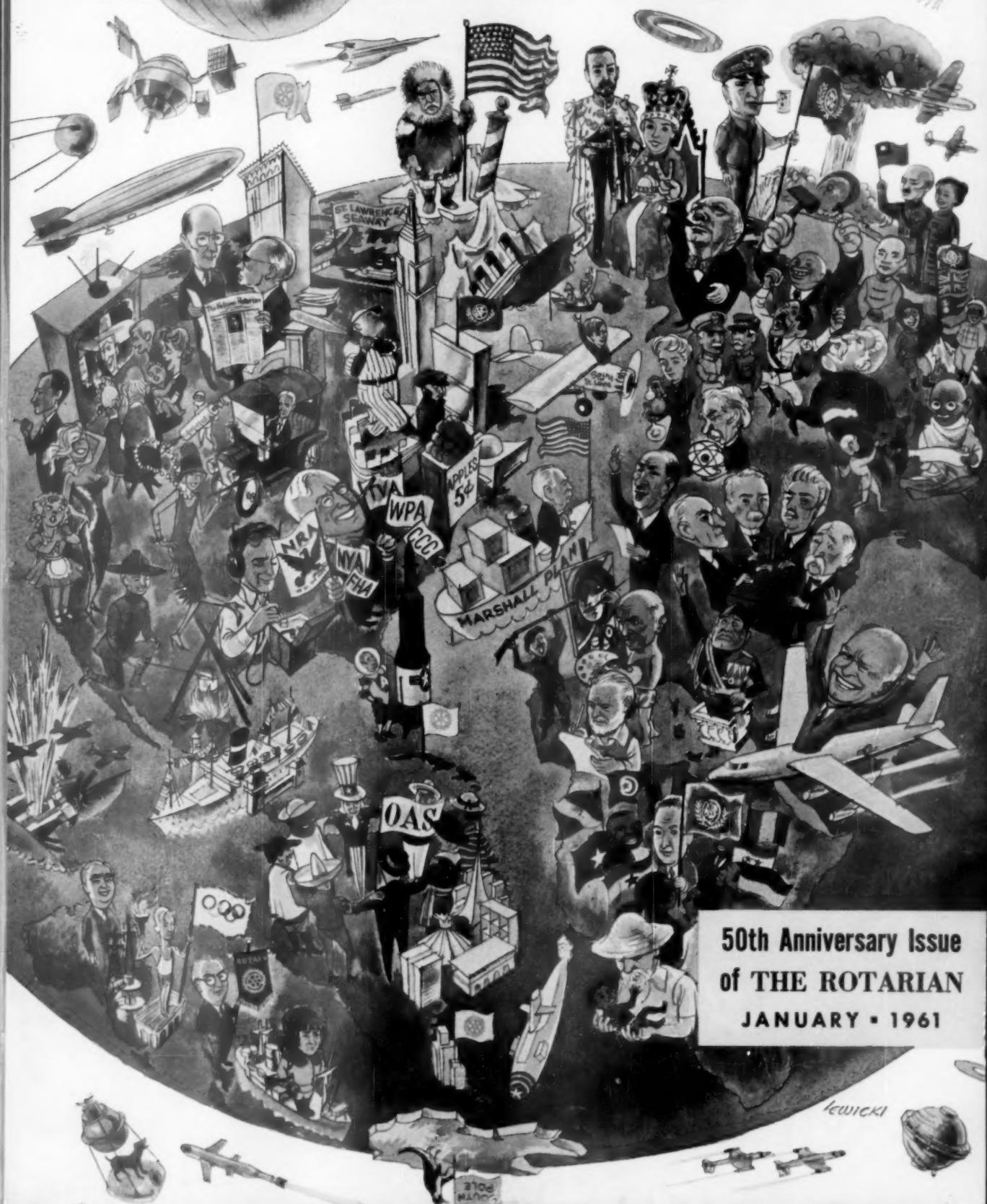


The ROTARIAN

An International Magazine



50th Anniversary Issue
of THE ROTARIAN

JANUARY • 1961

Passenger-Carrying FREIGHTERS Are the Secret of Low Cost Travel

Yes, for no more than you'd spend at a resort, you can take a never-to-be-forgotten cruise to Rio and Buenos Aires. Or through the West Indies or along the St. Lawrence River to French Canada. In fact, trips to almost everywhere are within your means.

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Bargain Paradises of the World, a big book with about 70 photos and 4 maps, proves that if you can afford a vacation in the U. S., the rest of the world is closer than you think. Author Norman D. Ford, honorary vice president of the British Globe Trotters Club, shows that the American dollar is respected all over the world, and buys a lot more than you'd give it credit for.

Yes, if you're planning to retire, this book shows that you can live for months on end in the world's wonderlands for hardly more than you'd spend for a few months at home. Or if you've dreamed of taking time out for a real rest, this book shows how you can afford it.

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What do you want to do? Explore the West Indies? This is the guide that tells you how to see them like an old time resident who knows all the tricks of how to make one dollar do the work of two. Visit Mexico? This is the guide that tells you the low cost ways of reaching the sights (how 70¢ takes you via 8-passenger automobile as far as those not-in-the-know pay \$5.00 to reach). Roam around South America? Europe? Any other part of the world? This is the guide that tells you where and how to go at prices you can really afford.

If you've ever wanted to travel, prove now, once and for all, that travel is within your reach. Send now for *How to Travel Without Being Rich*. It's a big book, with over 75,000 words, filled with facts, prices, routings and it's yours for only \$1.50. Even one little hint can save you this sum several times over.

Special Offer: all three books above—*Travel Routes Around the World*, *Bargain Paradises of the World*, and *How to Travel Without Being Rich*—for \$3.

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Where to Retire or Vacation

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—and where no one ever heard of nerves or worries**

These Are America's Own Bargain Paradises

Norman Ford's new book *Off-the-Beaten Path* names the really low cost Florida retirement and vacationing towns, the best values in Texas, the Southwest, California, the South and East, Canada—and a dozen other areas which the crowds have not yet discovered.

—Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's yet costs can be two-thirds less. Or that island that looks like Hawaii yet is 2,000 miles nearer (no expensive sea or air trip to get there). Or those many other low-cost, exquisitely beautiful spots all over the United States and Canada which visitors in a-hurry overlook (so costs are low and stay low).

Every page of *Off-the-Beaten Path* opens a different kind of vacationing or retirement paradise which you can afford—places as glamorous as far-off countries yet every one of them located right near at hand. Like these:

- France's only remaining outpost in this part of the world—completely surrounded by Canadian territory . . . or a village more Scottish than Scotland . . . or age-old Spanish hamlets right in our own U. S., where no one ever heard of nervous tension or the worries of modern day life.
- Resort villages where visitors come by the score, so you always meet new people (but they never come by the thousands to raise prices or crowd you out).
- That remarkable town where a fee of 3¢ a day gives you an almost endless round of barbecues, musicals, concerts, picnics, potluck suppers, smorgasbord dinners and a fine arts program. That southern is and first discovered by millionaires who had all the world to roam in—and now their hideaways are open to anyone who knows where to find them.

You read of island paradises aplenty in the United States and Canada, art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side. Here are the real U.S.A.-brand Shangri-Las made for the man or woman who's had enough of crowds. Here, too, are unspoiled seashore villages, tropics-like islands and dozens of other spots just about as perfect for your retirement or vacation at some of the lowest prices you've heard of since the gone-for-ever prewar days. They're all in the United States and Canada, and for good measure you also read about the low-cost paradises in Hawaii, the Virgin Islands and Puerto Rico.

Off-the-Beaten Path is a big book filled with facts that open the way to freedom from tension and a vacation or retirement you can really afford. About 100,000 words and plenty of pictures. Yet it costs only \$2.

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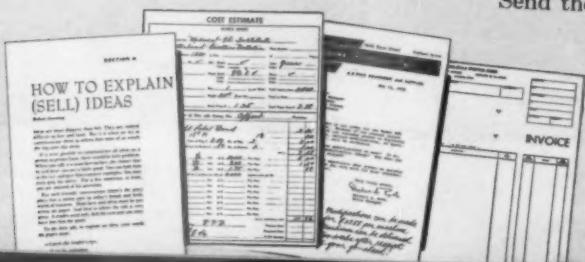
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On Looking Back 50 Years

With Artist Jim Lewicki

"**M**Y ONLY regret," said James Lewicki, when asked to compress the last 50 years of history into a cover painting for this issue, "is that we don't have a big wall to put it on." The wall, he could have added, might be ten feet high and 100 feet long and still be too scant for a portrait of the people and events which have shaped the world during the crowded half century of *THE ROTARIAN*'s existence. But Jim Lewicki is used to difficult tasks. Aided by the researching, secretarial, and critical talents of his wife, Lillian (shown below with Jim), herself an artist, in four years he painted 66 pictures for a five-part series on American folklore for *Life* magazine. His work has appeared often in *Look*, *Woman's Home Companion*, *Holiday*, *The Saturday Evening Post*, and in books. The Lewickis live in Northport, New York, where Jim is a member and a Past Vice-President of the Rotary Club, and their favorite pastime is camping; with sketchbooks in hand and their two children contributing enthusiasm, they've toured and camped all over the United States, in Canada and in Europe. But in his latest work, we think, Jim Lewicki has made a contribution to parlor-game enthusiasts. How many nights could one spend, for instance, in figuring out the 69 or so people and events that *should* have gone into the painting?



COVER KEY:



(1) Communications satellite *Echo 1*, 1960. (2) *Sputnik 1* (Oct. 4, 1957), first satellite. (3) Sun-orbiting *Pioneer V*, 1960. (4) *Graf Zeppelin* circles world in 1929. (5) Jet plane F-4D. (6) X-15 aerospace plane, 1959. (7) Peary reaches North Pole, 1909. (8-9) England's King George V and granddaughter Queen Elizabeth II. (10) Flying saucer. (11) MacArthur leads U. N. forces in opposing 1950 invasion of Korea. (12) First wartime use of atomic bomb: Hiroshima, 1945; World War II ends. (13) Television changes family habits after World War II. (14) Rotary's Founder Paul Harris and Secretary Chesley R. Perry inaugurate this Magazine, 1911. (15) St. Lawrence Seaway opens in 1959. (16) Babe Ruth, in big leagues from 1914 to 1935, becomes king of baseball. (17) Empire State Building, world's tallest, completed 1931. (18) United Nations (chartered 1945). (19) *Titanic* sinks, 1912. (20) Lindbergh flies Atlantic, 1927. (21) Radium discovered Madame Curie. (22) Churchill leads Battle of Britain, 1940. (23) World War I Generals Pershing and Foch. (24) Hitler attains power, 1933. (25) Khrushchev becomes Soviet Premier, 1958. (26) Stalin dies in 1953; denounced by Soviet leaders, 1956. (27) Sun Yat-sen founds Chinese Republic, 1912. (28) Chiang Kai-shek moves forces to Formosa, 1949. (29) Hillary and Tenzing conquer Mt. Everest, 1953. (30) Actor John Barrymore. (31) Marilyn Monroe. (32) Shirley Temple. (33) Drugs lower death rate. (34) Emancipated 1920s "flapper." (35) Henry Ford, beginning in 1908, mass-produces a "people's car." (36) Crys-

tal sets tune in first regular radio broadcasts, 1919. (37) 1933-45 U. S. President Franklin D. Roosevelt launches a "new deal." (38) Great Depression of 1930s. (39) Marshall Plan to aid Europe begins in 1947. (40) French leader De Gaulle. (41) Einstein, beginning in 1905, unlocks secrets of the atom and the universe. (42-45) "The Big Four" World War I Allied leaders: Wilson, Lloyd George, Orlando, Clemenceau. (46) Hungary revolts, 1956. (47) Gandhi leads India to 1947 independence. (48) English-founded Boy Scout movement comes to U. S., 1910. (49) Pearl Harbor, 1941, casts U. S. into World War II. (50) Panama Canal opens, 1914. (51) U. S. launches space effort in 1950s. (52) Spanish Revolution, 1936-39. (53) Writer Hemingway. (54) Painter Picasso. (55) Mussolini. (56) U. S. President Eisenhower tours world, 1960. (57) Australian Premier Menzies. (58) 1956 Olympics in Melbourne. (59) Rotarian Sir Leslie Munro, President of 12th General Assembly of United Nations. (60) Byrd heads for South Pole, discovered in 1911 by Amundsen. (61) Organization of American States chartered 1948. (62) Brand-new Brasília becomes Brazil's capital, 1960. (63) Polaris atomic submarine circles world underwater, 1960. (64) U. N. Secretary General Hammarskjöld, using troops of new African nations, copes with 1960 Congo unrest. (65) Jungle doctor Albert Schweizer. (66) Dog-carrying *Sputnik II*, 1957. (67) Minute Man defense missile. (68) Jet F-104. (69) *Transit II-B*, 1960, U. S. Navy navigational-fix satellite.

On Looking Ahead

With an Artist of 1906

ONE of man's favorite pursuits is speculating about his future. Biblical prophets like Isaiah and Jeremiah spoke of oncoming disasters and divine triumphs. An ancient Greek philosopher-scientist came close to describing correctly the basic nature of molecules and atoms, and thus in this was 2,000 years ahead of his time. In the 15th and 16th Centuries, Leonardo da Vinci masterfully sketched imaginative though unworkable designs for helicopters, flying machines, and submarines, and a French astrologer-physician who called himself "Nostradamus" penned veiled prophecies in verses that are still pored over by those who believe that some of his predictions are yet to come true.

The rise of modern science stimulated the forecasting urge. In 1906, just five years before *THE ROTARIAN* was born, when the world was still innocent of such features as radio, television, traffic jams, and motorized divisions, a now-unknown artist undertook for the French magazine *L'Illustration* a formidable task. In the recently unearthed drawings shown here he peered 50 years into the future

—into the world of today. Incredible as it may seem, the wildest fancies of this imaginative artist have come true—many before the time scheduled.

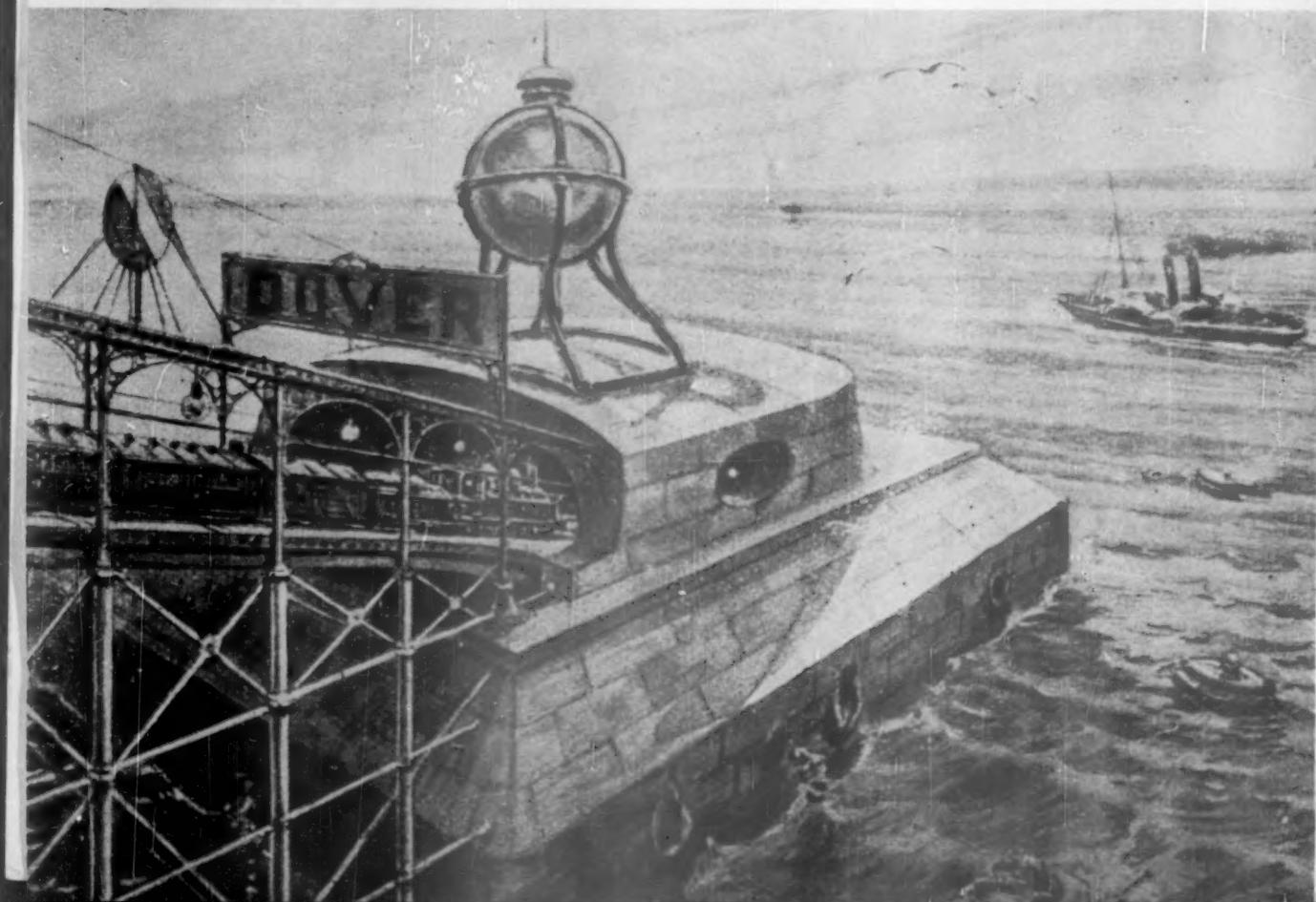
Armored cars were used from the beginning of World War I, and in 1916 the British unveiled a secret weapon known as a "tank" which terrifyingly proved its battle worth at Amiens in 1918.

The television prophesied in 1906 came into wide popular use 40 years later. The monorail train, adopted in Wuppertal, Germany, some years before World War I, is again being hailed by some as ideal for cities of the future. Traffic jams have long been with us, and in 1961 Chicago, Illinois, is considering over-the-street pedestrian bridges—as the artist in 1906 proposed for Paris.

An old dream, the Calais-Dover tunnel under the English Channel, has been revived and new engineering studies are under way.

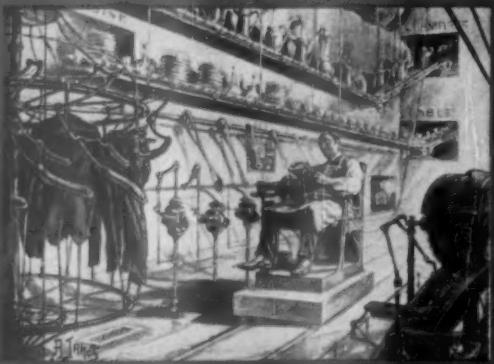
And in 1961, men are still as eager to predict the future. On following pages are prophecies for the next 50 years, more or less. Will events again prove even more startling than the speculations?

A railroad tunnel under the English Channel, from Calais to Dover, has not yet come to pass. Actually, the project was half a century old when the artist made his prediction. In 1960 the 15-nation Council of Europe approved a resolution that a bridge or tunnel be constructed, and the old Channel Tunnel Company talked seriously of beginning work on a tunnel soon.





"One can readily see," wrote the artist, "that the automobile will play an important and decisive rôle in the war of the future."



A servant of the 1950s "rested comfortably, performs his duties by merely operating a row of push-buttons." Households have become automated in a different way, but push-buttons today do many jobs.



Talking motion pictures and television make life prediction seem true. Dining, shopping, sports, work on a huge screen in home and office. Radio transmits the sound. Here a politician begins his career.

(Continued on next page)

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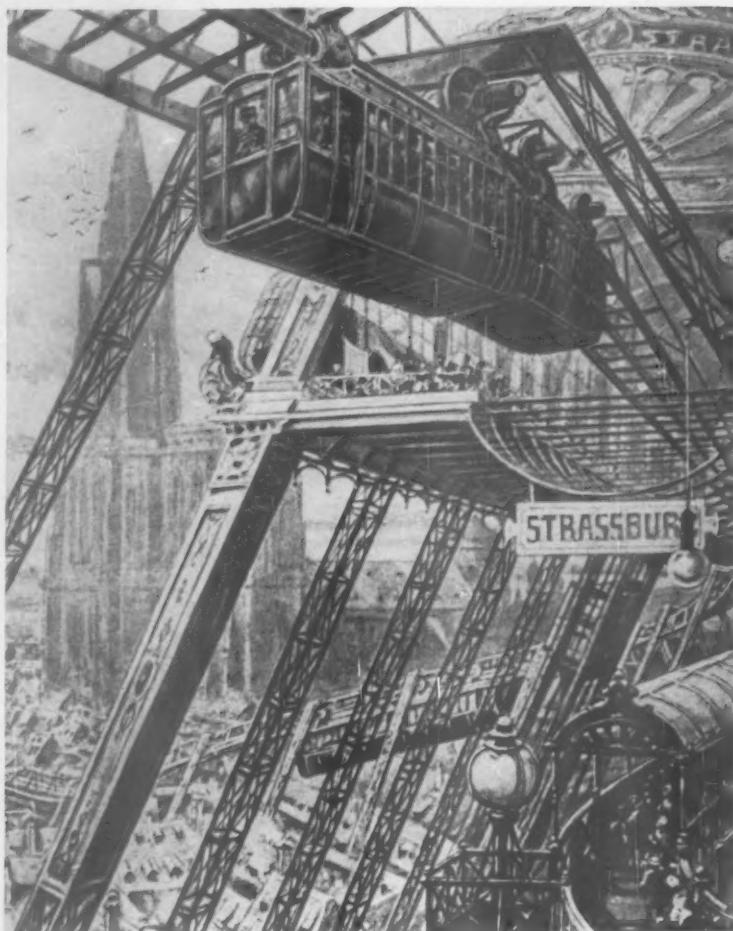
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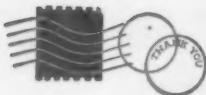


People today are predicting suspended monorail trains for the cities of the future; and they were in 1906. Actually, such trains have been in use in Germany for nearly 50 years. A sleek streamlined monorail train recently developed in Europe is under study by several cities.

"A scientific system of regulating automobile traffic," said the artist, "will be inaugurated in the streets, which will have bridges for occasional . . . pedestrians." Even when automobiles were scarce, the artist foretold traffic jams and signals.



THE ROTARIAN



Your Letters

Special for the Specialists

Thank you for THE ROTARIAN for November containing the article by Dr. Marcus Bach [see *Religion—Heartbeat of the Orient*]. We are extremely interested in his writings as he has participated in our cultural exchange program overseas. We were also interested in the other articles in the issue, the Far East being one of the areas in which we have a program. We plan to have persons going to that area read the articles for information before their departure.

—FREDERICK A. COLWELL, Chief
American Specialists Branch
Office of Cultural Exchange
Department of State
Washington, D. C.

'A Deep Bow . . .'

A deep bow to the staff for the splendid editorial workmanship on the Japan and Far East issue [THE ROTARIAN for November]. The issue is bound to create better understanding of Japan and the Far East and peoples who live there. It is a most captivating invitation to the 1961 Convention of Rotary International, and promises to encourage attendance within and without the territories covered by the articles in the issue.

—TEIZO SHIOHARA, Past Service
Secretary, Rotary Club
Tokyo, Japan

A Must for Conventiongoers

The November issue on Japan and the Far East is one of the finest series of articles to appear on the subject under one cover. Every Ro-

THE ROTARIAN is published monthly by Rotary International, 1600 Ridge Avenue, Evanston, Illinois, U.S.A. This is the January, 1961, issue, Volume XCIV, Number 1. Second-class postage paid at Evanston, Illinois, and at additional mailing offices. Subscription rates are \$2 the year in U.S.A., Canada, and other countries to which the minimum postal rate applies; \$2.50 elsewhere; single copies, 25 cents.

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tarian who contemplates attendance at the Tokyo Convention should read the issue from cover to cover.

The article by Marcus Bach, *Religion—Heartbeat of the Orient*, is a must to help enjoyment of the trip. As a tour leader of many travel groups, I appreciate the information as expertly edited.

—T. EARL PARDOE, ROTARIAN
Educator
Provo, Utah

November Issue 'Impressed'

Our social-studies staff was so impressed with THE ROTARIAN for November (Japan and the Far East) that we would like to obtain 25 copies for our unit on the Far East.

—ALYCE BURKETT
School Principal
Richmond, California

Lord Lindsay's Article Approved

Thank you so much for the November issue of THE ROTARIAN—the whole thing, but especially Lord Lindsay's article on Red China [*Red Power in the East*]—very well done.

I am Chaplain of the Oakland Rotary Club in Pittsburgh, and spent some years in China and Japan.

—W. SCOTT MORTON, Rotarian
Clergyman
Oakland (Pittsburgh), Pennsylvania

'Most Admirable Job'

A student in my Socials 10 class has brought to my attention THE ROTARIAN for November, the Japan and Far East issue. I have had time only to glance through it, but I must say that you have done a most admirable job.

—JOHN G. WINDSOR
High-School Teacher
Langley, British Columbia, Canada

Cricket Cages and Neighborliness

A short time ago I wrote to the Rotary Club of Tokyo, Japan, to ask if I might purchase three cricket cages for use in our Vernon Little Theater Association production of *The Teahouse of the August Moon*. Imagine my delight when Mrs. T. Tsunashima, the wife of a Tokyo Rotarian, sent me on the Club's behalf three cricket cages as a gift to us for the play. What a good example of neighborliness! At this time when THE ROTARIAN is so effectively showing Japan to the world, I thought you would be espe-



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cially interested in this gesture. The enclosed photo of our leading lady, Mrs. Pamela Allen, herself the wife of a Rotarian, shows her hold-



Gift cricket cages lend a touch of authenticity to a scene in The Teahouse of the August Moon in Vernon.

ing two of these cages [see cut]. They certainly gave the production of *Teahouse* a touch of authenticity.

—MRS. ROY BLACKWOOD

*Wife of Rotarian
Vernon, British Columbia, Canada*

'Youth Will Not Fail If . . .'

Ivan Hill in his *It's Time to FIGHT the Cold War* [THE ROTARIAN for December] is right in saying "the time for passivity and neutralism and intellectual compromise is past."

The cause of freedom has always been a principal concern of Rotarians. The successful Communist exploitation and manipulation of youth and student groups throughout the world presents a challenge to this cause which we cannot ignore. Recent world events clearly reveal that world Communism launched a massive campaign to capture and maneuver our youth.

As we look at the riots and chaos Communists have created in other countries, many Americans point to the strength of our nation and say, "It can't happen here." The Communist success in San Francisco in May of 1960 proves that it can happen here.

Our youth will not fail us if we do not fail them. Only our apathy and our laxity in the face of the threat which [Continued on page 58]

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The Object of Rotary

is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

Third. The application of the ideal of service by every Rotarian to his personal, business, and community life;

Fourth. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.



This Rotary Month

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

50TH YEAR! This month marks a half century of publication for this Magazine. To observe the occasion this issue glances back a bit and looks ahead much in several significant areas of thought and activity. Rotary Clubs everywhere will be similarly marking the event during "Rotary's Magazine Week," January 22-28.

PRESIDENT. As this page was being readied for the printer, Rotary's President, J. Edd McLaughlin, was in Santiago, Chile, attending the South American Regional Conference of RI, a four-day gathering (November 24-27) to be reported in photos and text in the February issue. Other Rotary visits on his itinerary were to take him to Bolivia, Argentina, Uruguay, Paraguay, and Brazil. With the President on these travels is his wife, Pearle....Upon returning to the U.S.A. late in December, President McLaughlin is to make a brief visit to his home in Ralls, Tex., then return to the Central Office in Evanston, Ill., to make preparations for the mid-year meeting of the Board of Directors (see below) and for more visits to Rotary Clubs.

CONVENTION. "Ohayo" (Good morning), "Konnichi wa" (Good day), "Arigato" (Thank you)—these and many other Japanese phrases (see page 41) are being studiously practiced by thousands of Rotarians and their families as Rotary's international Convention in Tokyo, Japan, draws nearer. The date: May 28-June 1. Your first step in making plans for Tokyo: obtain an official request form for hotel (or Japanese inn) accommodations from your Rotary Club, specify the housing you desire, and mail the form to the address indicated. Your next step: initiate arrangements to obtain a passport, since all Rotarians and guests visiting Japan must have one. Visas may be obtained from Japanese consulates upon presentation of a passport.

MEETINGS. On January 17 the Nominating Committee for President of RI in 1962-63 convenes, and on January 20-28 the Board of Directors meets, both meetings in Evanston, Ill.

THE WINNERS! Next month the winners in the Rotary World Photo Contest will be announced and many of them shown. On the cover will be a winning entry in one of the color classes.

GIFT IDEA. In lands where the Christmas festival is celebrated, many readers will have gift buying on their minds at the time this issue is received. So—this suggestion: three Rotary publications—"Service Is My Business," "Seven Paths to Peace," and "Adventure in Service"—make ideal gifts for business associates and friends. Purchased separately, \$1 each, or 75 cents in lots of ten or more; as a set in a handsome slipcase, \$3.

NEW COUNTRY. Add to Rotary's roster of nations the Gabon Republic, a former territory of French Equatorial Africa that joined the French Community in 1958 as a separate member State. The new Rotary Club there is in Libreville, the capital. This brings the total number of countries in which there are Rotary Clubs to 120.

VITAL STATISTICS. On November 28 there were 10,778 Rotary Clubs and an estimated 498,500 Rotarians. New Clubs since July 1, 1960, totalled 82.



About Our Cover and Other Things

NO NEED to say much here about our cover. The whole story is on pages 4 and 5. We might add, however, that we're happy that this Magazine can attract an artist like Jim Lewicki, but then why shouldn't it? It's his magazine as much as it is any other Rotarian's. By the way, have you seen *The Fabulous Fifties* painting Jim did for *Time* magazine? It is a large folded mailing piece covered with miniature portraits of the people who made the news in 1950-59. Maybe *Time* has a copy for you.

NO NEED to say much here either about the 50th birthday of this Magazine. Enough is said on other pages—perhaps too much. But you might like to know that Dwight Marvin, who tells a bit about the old days of this publication, probably holds the record among the living for the number of articles contributed to these pages. His byline has appeared 37 times. He was topped, according to our records, by the late Walter B. Pitkin, of *Life Begins at 40* fame, who contributed 46 articles, many of them in such series as *How to Get a Start in Life* and *Small Business on the Alert*. But Dwight could be the all-time champ anyway; as he explains he sometimes contributed articles under "wild" pseudonyms.

EVERY PIECE of mail that went out from Rotary's headquarters building in a recent three-week period—and that was about 60,000 pieces—carried the stamp shown here, inviting Rotarians and their Clubs to celebrate Magazine Week this month. The stamp was applied by the postage meter through which all outgoing mail goes. Of course, the word of the Week has been spread in many other ways,

and our correspondence indicates that many Clubs in many climes are going to mark it. *Timely Tips*, with a raft of imaginative ideas for the observance, is on the way to Club Magazine Committee Chairmen and others. A Happy Fiftieth Birthday seems assured.

WE ARE GOING to say this quietly this month—a little more loudly next, and maybe later on we'll shout it. . . . We want to know more than we do about the influence of this Magazine, about what it has induced people to do. We've lots of stories about how it has brought strangers together, spread a single idea for a park or youth program from town to town all around the world, inspired the organization of seminars and sent people on exciting adventures. But we want to know more. What is your best story of the influence this Magazine has had on you or on someone you know? Please think about it and watch this space next month. May prove quite worth while for you.

HAPPY NEW YEAR!

—THE EDITORS



The

Official Publication

of ROTARY INTERNATIONAL

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THE ROTARIAN Editorial, Circulation, and General Advertising Office: 1600 Ridge Avenue, Evanston, Illinois, U.S.A. Cable address: Inter-rotary, Evanston, Illinois, U.S.A. Telephone: DAVIS 8-0100.

Subscription Rates: \$2.00 a year in the U.S.A., Canada, and other countries to which minimum postal rate applies; \$2.50 elsewhere; single copies, 25 cents.

Change of Address: When ordering change of address, state old as well as new address including postal-zone number. Also state name of your Rotary Club; without it the change cannot be made. Change of address requires five weeks. Address correspondence regarding change of address and subscriptions to The Rotarian, 1600 Ridge Avenue, Evanston, Illinois, U.S.A.

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ROTARIAN

Volume XCVIII

JANUARY, 1961

Number 1

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About Our Contributors

This Magazine's first Editor, Chesley R. Perry, was also Rotary's first Secretary—from 1910 to 1942. Called "the builder of Rotary International" by the Founder of Rotary, Paul P. Harris, Ches was responsible for much of the machinery that fosters the organization's ideals. He wrote prodigiously of Rotary, especially of its early years, often turning to the records only to authenticate a fact he had already dredged up from his amazing memory. He died in February, 1960, in Chicago, Ill.



Perry

Among the contributors to these pages who really need no introduction is Dwight Marvin, a Troy, N. Y., newspaper editor who retired, but not completely. His by-line first appeared in *The Rotarian* more than 30 years ago; in 1929 alone, his name appeared in eight different issues. He still writes a newspaper column, swims a little, enjoys his nine grandchildren. A member of the Rotary Club of Tryon, N. C., he is an honorary Rotarian in Troy and has served RI as a Committee Chairman.



Marvin

Felix Palm, who sketched the authors of the "Looking Ahead" articles in this issue, started out to be an architect, turned to art instead. A Chicago free-lancer, he works in all editorial, advertising, and industrial art media. He gives painting demonstrations before art groups, and has won his share of art awards. Married, he has four children, two (Joan and Susan) being college a/c majors. Behind his self-remodelled home is a garage he designed to look ungaragelike. Soon he is to have an art studio on wheels.



Palm

John T. Frederick is approaching his 17th year as book reviewer of this Magazine. Though his range as a bookman is global, he has a special interest in regional literature, encourages budding authors to write of their own environs. He is head of the English department at Notre Dame, and is an honorary Rotarian in Alpena, Mich.



Frederick

On Looking Back and Ahead

WHAT IS THIS MAGAZINE?



IT IS 95 acres of Canadian pine, spruce, and balsam sawed down, debarked, chipped, cooked, washed, bleached, and rolled out into a white ribbon of paper four feet wide and 6,895 miles long. Every year.

It is 12 tons of pigments-in-oil spread on this cellulose highway by a five-color McKee, three different Miehles, and a 96-page two-color Cottrell press two stories high that delivers every hour 4,000 copies like the one in your hands.

It is molten lead, tin, and antimony in the linotype pot and cold sheets of pink vinyl crushed down on the finished type forms. It is press plates and nickelotypes and electros and zincs and the engraver's "shooter" deepening a valley around a half-tone dot.

It is a half million address plates and a hungry mailing machine . . . stacks of kraft wrappers and the smell of glue . . . postage meters and mailbags —6,400 mailbags per issue, 76,800 per year. It is freight cars and mail cars and trucks and ocean freighters and the *S.S. Mariposa* warped in and out at Papeete, Auckland, and Sydney . . . and postmasters general and postmen afoot . . . and mailboxes at your house and their house and ours. Something like 430,000 mailboxes in 130 countries.

It's people, this magazine.

It's the people who own it, who run it, who read it, who buy it or sell it or take it or leave it. It's the people who every month write as many as 5,000 letters, postcards, and telegrams to it. "Congratulations on that Refugee issue . . . on that Japanese issue . . . on that African issue! Give us more!"

"Cancel my subscription. There's too much foreign stuff in this magazine."

"Here's a copy of a speech we heard today. Would it make an article? If not, O.K. Just drop it in your circular file."

"I have read our magazine for 42 years, always with pleasure, usually with profit. Now I am shocked, yes, I am frankly appalled by your choice of this author. . . ."

". . . by your reference to beer. . . ."

". . . by your apparent infatuation with the United Nations. . . ."

"I'm just a girl secretary in Kansas City, but I read lots of magazines—and yours is the most humanitarian of all of them."

"I have had well over 100 letters in response to my article, all of which I answered promptly, and I have continued correspondence with several of these new friends."

It is people, this magazine—people speaking to other people through it. It is Mohandas K. Gandhi saying in 1942 that "As soon as man looks upon himself as a servant of society, earns for its sake, spends for its benefit, then purity enters into his earnings and there is *ahimsa* in his venture." It is one of his disciples, Radhakrishnan, asking, "Why are we not stirred by the idea of one world which

will compel us to liberate the poor and the exploited strata of our society?" It is Winston Churchill commenting that in matters of political leadership there is no sin in changing your opinions: "A change of party is usually considered a much more serious breach of consistency than a change of view." It is John Galsworthy on war and peace and Eduard Benes on Europe and the new democracy, and Knute Rockne on footballs vs. hand grenades, and Henry Ford and John Dewey and Julian Huxley and Madame Chiang and Jan Christian Smuts and Paul-Henri Spaak and W. Somerset Maugham and a thousand others, each offering something from his own experience, something from his mind and heart; something, he hopes, of value.

IT'S 50 neat volumes on a shelf, 50 microfilm cans in a reference library—but mostly this magazine is people: The throngs who, in convention assembled, first said that there shall be this magazine and in later decades warmly debated subscription rates and matters of control. . . . The men of the Board studying the big picture. . . . The men of the Finance Committee weighing budgets and noting that in '60-61 it will take \$1,053,000 to produce and distribute the magazine. . . . The men of the old Publications Committee and its heir the Magazine Committee digging into every aspect of the operation and properly asking "Why?" and "Why not?" And all these *giving* their time.

What is this magazine? To a few people it is an address, a place in Evanston, Illinois, U.S.A., filled with desks, typewriters, calculators, easels, paper clips, copy paper, cameras, tape recorders, slide projectors, filing cabinets, books, photographs, and drawings, all held together by rubber cement—and by the good humor and intelligence of the 20 or so people who daily report for work as the staff. Editors, advertising men, artists, researchers, and lightning-fingered stenographers, they take pride in the product. They believe in it. They work hard and long to make it do the job they know it should. And being pretty much like anybody else they get tired, discouraged, excited, frustrated, and exhilarated.

"An editor," it has been said, "is an artist whose medium is the work of other men." Artistry apart, the medium here is indeed the work of other men—authors, illustrators, statesmen, poets, photographers, businessmen, housewives, and children, too—all generously spreading their productions before us. The professional writers of the world shoot in about 300 free-lance manuscripts every month, and another 100 "article queries." Readers mail in 100 speeches, organizations without number pour in their press kits and their hopes for space. The photo houses rain down their pictures—on approval. Authors' agents, public-relations firms, and national Governments come with their abundant offerings. And from all corners of this oblate spheroid there rolls in ceaselessly a tide of photos and stories and

letters about what our Club has done and what our Bill Brown has done and what our town has done . . . and every drop of it welcome . . . but not, alas, all usable. You can picture a man handing a check to another man only about so many times. . . . Now here is the program of the President. How and when are we going to boost it . . . and the Convention . . . and the Regional Conference . . . and Rotary Foundation Week . . . and . . .

Well, anyhow, the palette is unlimited and that's a blessing. But what to choose from it? "An editor," said somebody else, "is a man who knows exactly what he wants—except that he's not quite sure."

"Are you here to give your readers only what they think they want? Then quit today," says Raymond Moley, an old hand in this business.

"If a magazine is to be vital, I think it must deal rather frequently with dangerous material," says Editor Hibbs, who writes elsewhere in this issue.

Right? Wrong? How far in which direction? Your readers will tell you—once you're in print.

What is this magazine? It's a forum, a mirror, sometimes perhaps a torch; it's a market, a job, a communicator, a link. It links a man to his big organization and to the other men in it. It links their families. It starts Mrs. Smith of Tennessee to writing to Mrs. Jones of England; soon they'll be exchanging recipes, later on children, maybe. It relates the fact that there are a lot of ham-radio operators among the Rotarians of the world and names a few; and soon from this start, 300 of them are banded in a cheerful little organization named Rotarians of Amateur Radio—ROAR, for short. It tells about a Society of Sponsors in Washington, D. C., which quietly helps youngsters with troubles. The story is read in Adelaide, Australia. Now it has a Society of Sponsors.

THIS magazine? Sure it's paper and ink and type and telephones and people of various kinds in every clime, but maybe more than anything else it is an idea, or an effort to give body to an idea . . . the old idea that the best way to live is indeed to do unto others as you would have them do unto you, that he does indeed profit most who serves best, that service above self, as impossible of achievement as it may seem to some, is indeed the great and crying need of the world, and that thoughtfulness of others and helpfulness to them is what we can do about it.

For 50 years earnest men have worked on this dream through these pages and others will tomorrow . . . and it has always been true, and let us hope that it always will be, that whether this magazine is a great thing or a small thing, "there are those who love her," among them

The Editors

What Price Survival?

By SIR NORMAN ANGELL

WE FACE today a situation the like of which has never before confronted mankind.

Heretofore men have fought wars endlessly—as tribes, as clans, as nations—but man has survived. In the past mankind could afford the passions, illusions, tensions, which produce wars. We can afford such indulgence no more. If the tensions of the past persist into the Nuclear Age, they will destroy us.

For it is now possible for a single Government, a single dictator, European, Asian, African, to wipe out the human race with means furnished by physicists and technicians many nations now possess—Russia, already, China tomorrow. The fact has brought general agreement, even in conservative quarters, that the situation demands a world government possessing large police powers of inspection and control. But how can a world authority in which Russia and China would necessarily play a large part be prevented from destroying those individual rights we in the West value so highly?

World authority there must be if we are to survive. And survival must come first. No spiritual or material benefit will be of much avail if we are all dead. But what price must we pay for survival? Must we sacrifice the good life in order to have life at all?

Of course we can frame a model constitution for a world government. But whether or not a given constitution achieves its intended results depends upon the political capacity of the people living under it. The Weimar Constitution was one of the best ever written. It did not prevent the coming of Hitler, who tore it to shreds.

All will depend on the quality of political judgment displayed by the electorates of the three main Western democracies: the United States, Britain, France. For the power of electorates to dismiss one government and set up another obviously determines the course of policy. No statesman, no diplomat, no politician, can carry through a policy which runs counter to the mood of the voters, to what the politician is apt to call "the climate of opinion." That is the basic factor in the situation now confronting us. Only improvement in that climate, better mass understanding, will enable the Western democracies to achieve by the method of freedom a unity comparable to the greater unity of the Communist world; a Western unity which is indispensable if Communist pressures are to be resisted, the more liberal and humane elements of a free society preserved, and peace maintained.

These objects will not be achieved if the electorates in question are to repeat in the Nuclear Age the errors of judgment all three have committed repeatedly in the last 50 years. Which is why it is so important to examine the nature of those errors, the forces which explain them.

The First World War was to be the war that would end war and make the world safe for democracy. The fact that it resulted very quickly in a second war even more disastrous than the first, and in an epidemic of dictatorships the world over, was due to sudden changes in mood and opinion, veritable political somersaults in all three democracies. The American record, though fundamentally the same as the British and French, reveals this series of somersaults most clearly.

When the United States entered the First World War, President Wilson, in his speech to Congress of April 2, 1917, indicated the conditions of stable peace. He insisted that henceforth neutrality was impossible for a power like the United States when major aggression occurred. It must coöperate with others in some systems of collective defense, so that no aggressor could apply the "deadly plan of one by one." The case was simple, clear, unanswerable. And when the President outlined the project of a world League, he received warm and widespread support.

But after the war it all changed. Far from American neutrality being abandoned it was made ironclad by a series of Neutrality Acts. Britain and France asserted their isolationism in the form of appeasement.

THE internationalism warmly supported in 1917, rejected in 1920, was readopted 25 years later in the form of the United Nations. If the three democracies had done early what they did late, it is extremely unlikely that there would have been a second war. And note what followed that second war. Because the United States and Britain could not agree on the political purposes of the war, and on the strategic situation which should follow it, Stalin was able to turn Hitler's defeat into the means of stupendous expansion of the Communist Empire. All the new national States created by the Western Allies after the First World War became Communist satellites after the Second. Both wars aimed at destroying German military power. The Western Allies are now engaged in rearming Germany as a condition of their own security.



The climate of opinion which makes any international society so difficult is due to assumptions embodied in slogans having the quality of martial music which, without precise meaning, can nevertheless stir emotion.

We shout for national freedom, complete and unqualified. There can be no freedom for men or States unless freedom is qualified. If each of us were free to drive his automobile as he saw fit, there would not be more freedom on the roads; only constant danger of sudden death.

These emotions which are part of the explanation of our political errors are very ancient, very deeply rooted in human nature. Yet experience proves they can be profoundly changed by culture, a culture in which our schools have played little part, and higher learning even less. How small the part of learning, erudition, a glance at history reveals. Greece could produce an immortal political literature we still study. But it could not maintain peace between its own city States. In the modern world the most intensely schooled nation of all chose Hitler for its master. The churches of Christendom could proclaim the message of the Prince of Peace, a message of mercy, pity, compassion, brotherhood. Learned theologians elaborated it in a mountainous theological literature, added to century after century. But the learned theologians fought each other, using the weapons of torture and death, the rack, burning alive, the prolonged religious war. Earlier centuries

*The author, Sir Norman Angell is a British economist and writer who won fame in 1910 with his book *The Great Illusion*, which pointed out the economic folly of war. He has devoted his life to tracking down "the unseen assassins" of peace and freedom, winning the Nobel Peace Prize for 1933. He is 86 . . . This article is an approved adaptation of an address given at a recent conference on world tensions sponsored by the University of Chicago and World Brotherhood, Inc.*

showed other aspects of the human spirit. For thousands of years men believed that God, or the gods, would be pleased if children were cut to pieces with stone knives on holy altars.

All that has gone, at least in the West. Human sacrifice is no more; religious wars have ceased; the torture chambers are closed. It is an immense change. What was once right has become wrong; what was wrong, right. Religion has not been destroyed and religious differences remain. But the ordinary unlearned man knows that true religion cannot be promoted by one army defeating another; he knows that the real defense of religious truth is not military but psychological. How has a change so profound taken place in the minds of the multitude?

The question is vital because the means which have brought peace between rival religious groups are the only means now left to us in the Nuclear Age for bringing about peace between rival political groups, between one kind of society and another.

As we face the future, this aspect of our problems needs searching consideration.

Can Capitalism Win?

By CLARENCE B. RANDALL

IS FREE ENTERPRISE in peril? Will it survive the present world turbulence? Bold indeed would be the American businessman who would dare to ask these questions publicly. Immediate excommunication from the industrial community would be his fate.

Yet the subject is being openly debated in many parts of the world today—almost everywhere, in fact, except in the United States. Our belligerence toward Socialism and Communism is understandable, but not our smugness and complacency toward the preservation of our own institutions.

Centuries ago traders in the agora wrapped their togas about them in similar self-satisfaction, yet Rome fell, and the lesson of all history would seem to be that ideals must be fully comprehended, and fought for, if they are to be preserved. Great truth is never either self-evident or self-perpetuating. It cries out at all times for advocacy by the dedicated.

We of the United States are presently the blessed of the earth, but our country is so large, so prosperous, and so replete with all that makes for gracious living that we forget the sacrifices which were required to bring it into being, and ignore the warnings of what is yet to be required of us if we are to pass it on intact to the generations that are to follow.

The portents of trouble for our way of life are everywhere. An onrush of ideas alien to ours is sweeping like a prairie fire into the vast uncommitted areas of the mass populations. Those new leaders who ride the fierce tidal wave of rising nationalism in the new societies give little thought to creating economies like ours. Our example is brushed aside. With alarming frequency they reject the concept of a private sector for industry, and adopt some form of statism. Our apathy is disturbing. By the time we become aroused and fully engage in the battle, we may be fighting a rear-guard action.

I have no hesitancy in deplored this complacency of the American businessman for I have myself been its victim. Often in the past I have declared with great vehemence that production carried on by free men in the atmosphere of an unrestricted economy would inevitably surpass that of any other form under which society might be organized.

I still say that, but I am not half as sure about it as I once was. Doubts begin to rise in my mind, and I am driven, at least, to admit that the evidence is not yet all in.

The tremendous surge which Russia has achieved

in all phases of production is impressive. Her success is undeniable. Soviet technology is advanced, Soviet planning is effective, and Soviet results in the realm of material things, as distinguished from those of the spirit, are so compelling that the challenge to our way of life must be squarely faced.

Nor can Red China be written off. Cloaked in mystery as her advances are, it must be recognized as grim fact that they, too, are impressive—far more so, certainly, than the average Westerner realizes.

Shocking as the concept is, therefore, we of the United States must accept the unpleasant reality that in the eyes of a skeptical and often hostile world we have not yet demonstrated conclusively that a system such as ours, based upon voluntary effort and free choice, can outproduce one based upon compulsion.

Never before has this doubt been raised, but to ignore it now would be folly. The facts are too alarming, and time is running out. We must urgently re-examine the American ideal, and set about taking whatever corrective measures may be required.

The key to our problem lies in our motivation. Unashamedly, and properly in my opinion, we rely upon money incentives to bring forth effort from the individual who is engaged in production. The more effective the effort, the greater the reward. We permit each citizen to secure advantage for himself in direct ratio to the contribution which he makes to society as a whole.

So far, so good.

BUT there is another side to the coin. This concept presupposes that financial gain is the supreme good in life, and that a desire for personal advantage is the strongest possible motivation for human effort. It is here that current history inserts the doubt.

When the Soviets employ compulsion to increase production, they buttress it with fierce love of country and pride of national achievement. The Russian plant manager at all times consciously identifies himself with the purposes and objectives of his country, which others have formulated. True, he may be in fear of the consequences if he fails in his target, but this is probably less of a force in his life than his pride in fulfilling, or exceeding, his assignment.

The Achilles heel of free enterprise is the tendency toward preoccupation with self—preoccupation to the point of neglecting the national interest, and the welfare of the community as a whole. The routines



of the day are so absorbing to most of us that we have little time or effort left to measure our own conduct against the scale of values required for the country as such. We just frankly prefer not to be bothered with the great questions, and are content to assume vaguely that someone high in authority is doing the needful.

In contrast to this, the Soviets, building upon the passionate love of "Mother Russia" which is instinctive with all from the lowliest peasant to the highest commissar, have developed Communism into mass indoctrination which daily drives home to each worker the importance of his effort to the national well-being. Never for a moment is he allowed to forget the significance of what he is doing for his country.

For this we have no counterpart, and it remains to be seen whether by free choice we can match this, whether by the voluntary assumption of obligation we can reach a similar intensity of national discipline.

Free enterprise is not mere license to exploit the economy for personal gain. It is individual opportunity coupled with individual responsibility.

The question, therefore, is whether the sum total of the separate efforts made by each citizen on behalf of the country, voluntarily undertaken through freedom of choice, can equal the collective effort of a nation which is centrally directed, and which employs compulsion.

Therein lies the doubt zone.

The author, Clarence B. Randall retired as chairman of the board of the Inland Steel Company in 1956, having been named its president in 1949. He entered the company in 1925, a graduate of the Harvard Law School. He has won many honors and awards for public service, has held several high Government positions since 1948.

Unhappily, in a free economy, not all that a man does benefits society, when his own interest is the sole motivation in his conduct. At times it can be very harmful. And on the other side of the equation, often that which he undertakes in the public interest not only brings him no personal advantage, but actually entails great sacrifice.

The question of whether or not capitalism, as we know it, will survive the present world conflict will, therefore, in the last analysis, be determined by our capacity to arrive at a proper balance between that which we do solely for ourselves and that which we do solely because the national interest requires it.

In our two great wars we found that voluntary effort was insufficient to sustain our national purposes and fulfill the requirements of our total security. We were compelled to draft citizens for service to their country. Query: in the far less dramatic tasks of peace, when compulsion surely would not be tolerated, will freedom of choice so reduce our effort that we will fail to meet the challenge of Communism? Now that the bands are no longer playing, will we be even more preoccupied with self than we were in wartime?

Survival of our cherished [Continued on page 54]

Fusion and the Future

By DUNCAN CURRY III and BERTRAM R. NEWMAN

It is requested that each of you give us the benefit of your imagination. Please comment from whatever point of view you feel is appropriate.

Assuming controlled thermonuclear power is developed as an unlimited source of economic power, what implications do you foresee for the world around us?

THESE short paragraphs appeared at the top of an otherwise blank sheet of paper, distributed to a group of some 200 students at the Harvard Graduate School of Business Administration in March of 1958. It followed a short presentation which outlined the principles of thermonuclear power and commented briefly on the work in progress.

Within the next few weeks, many responses were received. The ideas ranged from intergalactic travel to irrigation of the Sahara Desert. We reproduce below some of the more intriguing comments:

Even if fusion will require a large fixed installation to get economical power, the portable uses of electricity will increase due to the low cost and better reservoirs of power—batteries, condensers, who knows what! Gasoline filling stations might be replaced by electrical stations—"Fill 'er up with 100 watt-hours, please."

... I foresee nationalization and socialization of public power ... an appalling prospect. . . .

... People will not think twice about having to commute 300 to 400 miles to work every day. . . .

It might be possible to change materials from one atomic structure to another, utilizing an unlimited energy source. We may be able to create vital, scarce materials from others available in more plentiful quantities. . . .

As a final excerpt, we include without comment one further contribution. It is sociological in tenor, with Orwellian overtones:

Inevitably, because of the increasing technological requirements made upon the human brain, a vast revolution in education will be undertaken. It will result, necessarily, in the cultivation of technological specialties to such a degree that a vast proportion of the selected individuals' lives will be dedicated to a narrow field of study before any real contribution can be made.

On the other hand, unlimited power, continuing to bring more and more leisure time, will have stultifying effects, tending to reduce the necessity for creative work. For example, what meaning, other than an academic one, will "machine efficiency" have with unlimited cheap power available? Hence, some form of incentive not yet invented will be necessary to motivate top minds and to continue development of technology.

This new incentive may be social only; unfortunately, it may also take the form of *thought control*, to force extreme

development of only one area of the human mind. This may be the only way to fill societal needs.

Millions of people now spend of their available time and energy in acquiring the basic necessities of life. As unlimited power becomes a reality, huge masses of people will be plagued with unaccustomed free time and energy. Unless thoughtful and effective work is done early in the moral and educational preparation of the world's people, fusion power may result in more chaos and less human well-being than exist today.

Granted, these ideas are tenuous and incomplete. Our less charitable readers may consider them naïve fantasies. Nevertheless, they serve to illustrate the type of thinking such a stimulating concept can awaken.

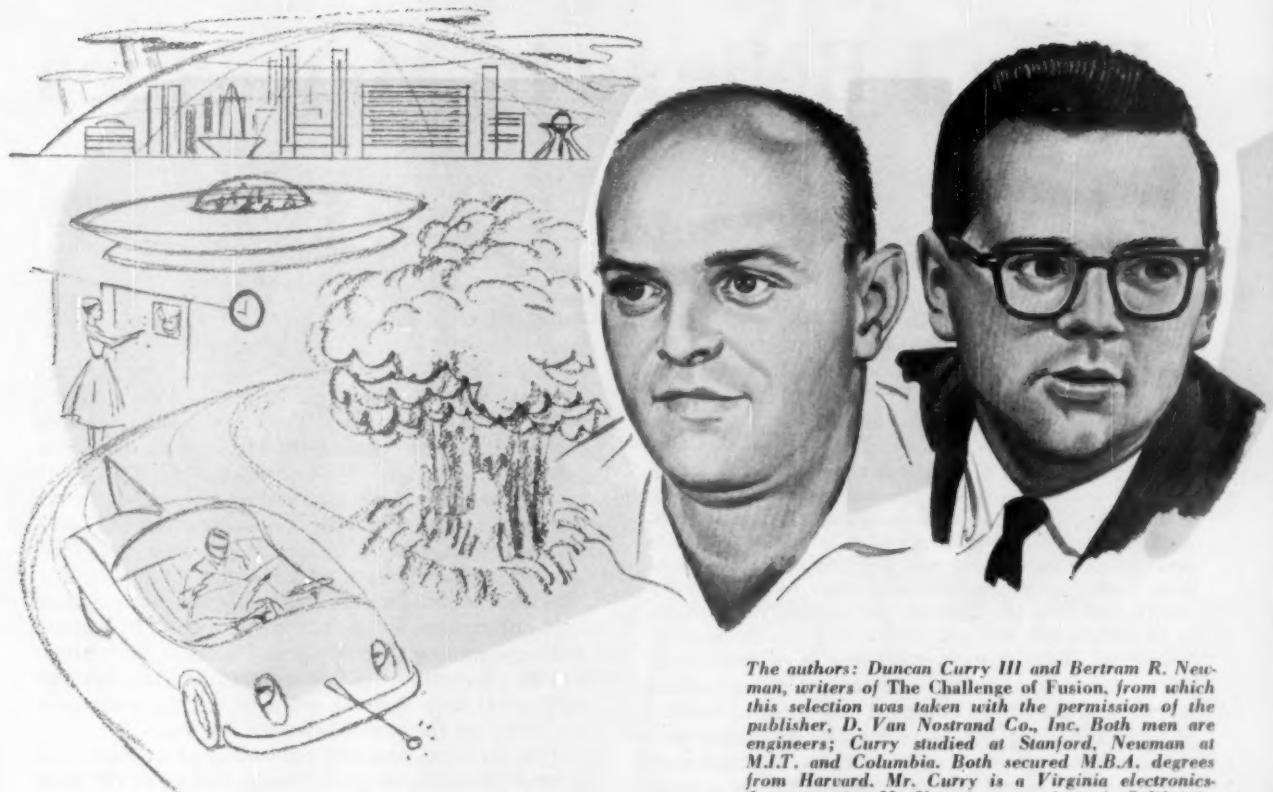
We have spent considerable time in much the same kind of speculation and would like to dwell at some length on a few of our impressions.

A Continental Power Grid

As utility systems grow, the advantages of interconnecting facilities become apparent. Local area grids provide an outlet for excess generating capacity. They enable one utility to sell power to a neighboring utility whose peak-load needs exceed its own power-production abilities. Moreover, should a disaster occur to one plant or unit, tied-in facilities permit the rapid shouldering of the load by other plants.

As fusion-powered generating stations develop, the need for more extensive grid tie-ins will grow. If, as is possible, a single fusion plant must be very large to be economical in operation, it undoubtedly will have considerable excess capacity even at peak-load hours. The tendency will be to establish these stations in densely populated areas where the plethora of customers would ensure use of most of the capacity. Less dense areas could then purchase power from these central stations.

When a peak in load demand occurs in New York, for example, about 5 in the afternoon, it is only 2 P.M. in Los Angeles, a time of relatively low power usage. Adding stations in, say, Detroit and St. Louis would allow inter-area transfers to maximize capacity usage by all. Conceivably, north-south feeder lines, such as ones from Dallas to Chicago, would be added. As mentioned earlier, main lines could even extend into Canada and Mexico, if need warranted. The net result would be thousands of miles of high-voltage lines connecting most of the United States, Canada, and Mexico, and including almost all gen-



The authors: Duncan Curry III and Bertram R. Newman, writers of The Challenge of Fusion, from which this selection was taken with the permission of the publisher, D. Van Nostrand Co., Inc. Both men are engineers; Curry studied at Stanford, Newman at M.I.T. and Columbia. Both secured M.B.A. degrees from Harvard. Mr. Curry is a Virginia electronics-firm executive, Mr. Newman an engineer in California.

erating plants, regardless of size or generating method.

Along with this development should come a great increase in high-voltage transmission technology. As longer transmission lines come into use, line losses common today will no longer be tolerable. Transmission of power at higher voltages not only cuts losses by reducing current levels, but also cuts construction costs by reducing conductor size as well as tower size and that of supporting members. It is not unreasonable to anticipate lines carrying as high as a few million volts, compared with a present-day maximum of about 300 kilovolts. The value of high-voltage research has been proved in the past—it should be even more important in the future.

The establishment of a national, or international, grid will undoubtedly require further Government involvement. Allocation policies, right of ways, standards, etc., will all be needed for the smooth operation of such an interconnected network. Those who chafe under present regulations can count on additional woes when fusion power is integrated into the power picture.

Irrigation

With huge amounts of cheap power available, multitudes of high-capacity pumps will be able to move

rivers of water to almost any desired location. Irrigation of desert or drought areas would then be feasible.

For the deserts and other arid regions, a system of irrigation might look something like this: At the nearest sea access, a large fusion plant would perform double duty. Not only would it generate electrical power, but it would also be coupled directly to a salt-water conversion and purification plant. As fast as tests proved the water satisfactory, it would be pumped through gigantic aqueducts and canals to a central reservoir in the area to be irrigated. Smaller pumps, perhaps metered by customers, would feed water to each user. Hundreds of miles might separate source and user in such a system.

In cases of severe drought in areas that ordinarily have an adequate water supply, plastic pipe several feet in diameter could provide highly mobile temporary connection to central pumping stations. Thus, supplemental water supplies for areas which could not afford the expense of a permanently installed stand-by system would prevent disasters.

Space Travel

... John threw the lever which sent the Astra into interplanetary drive. A shudder passed through the mile-long ship as launching rockets cut out [Continued on page 55]

Why I Believe in Magazines

By BEN HIBBS

ON JUNE 25, 1788, George Washington, lately commander-in-chief of the American Army of the Revolution, sat down at his desk at Mount Vernon and wrote a letter to Mathew Carey, Philadelphia editor of a magazine called *The American Museum*. He said in part:

... I entertain an high idea of the utility of periodical publications: insomuch that I could heartily desire copies of the Museum and Magazines, as well as common Gazettes, might be spread through every city, town, and village in America. I consider such easy vehicles of knowledge as more highly calculated than any other to preserve the liberty, stimulate the industry, and meliorate the morals of an enlightened and free people.

General Washington's wish has more than come true. Americans today are a magazine-reading people, and they have exported this cultural activity all over the globe. It is one highly compatible with the democratic ideals they also export, for magazines are above all else a democratic institution serving a wide and diverse audience.

The lofty standard of service by magazines which Washington describes is another matter. Probably most magazines cherish such aspirations, but the unhappy fact is that some of them fall far short of the goal. Still, the more than 9,000 magazines published in the United States today have a heritage of which they can be justly proud.

But I shan't dwell on it long. As a breed, magazine editors fear as much as the Devil himself the inborn tendency of all of us to regard fondly the dear, departed past. For they know that their publications either must keep step with the times or surely perish. (As did Mathew Carey's *American Museum*, for instance.)

The word "magazine" derives from the French *magasin*, meaning storehouse, and was intended to designate a collection of writing on miscellaneous subjects. It was first used in the title of a publication in 1731, with the founding of the *Gentleman's Magazine of London*. In the United States *The Saturday Evening Post* is the oldest magazine, being descended from the *Pennsylvania Gazette*, established by Benjamin Franklin in 1728.

In the intervening years, magazines have served many causes. They have lifted the level of literature, educated the people, crusaded against political abuses, spread the news of agricultural and industrial progress, guided the homemaker, promoted health, set the standards in manners and morals, raised the level of taste, made untold millions laugh,

delighted children—and provided a lot of editors with jobs.

In the sphere of economics, magazines created the national market, for they were the first national medium for advertising. They enabled business to reach millions of people with a sales message simultaneously, economically, and effectively. This promoted mass consumption, which made possible the efficiencies and economies of mass production. Small firms grew into the large and stable businesses they now are, giving steady employment to millions.

Moreover, advertising made people more competent purchasers, assured them of goods of high and uniform quality through brand names, kept prices low by promoting the free, competitive market, and in general helped make possible the highest standard of living the world has ever known.

Today the editing and publishing of magazines is incredibly more complex than it was 40 or 50 years ago. The reason for this has many components: the vast physical changes that have entered into publishing, such as the arrival and development of color printing and the coming to maturity of photography; the fact that the world rather than the nation is now our stage; changing tastes in reading matter, as in everything else; the fiercely competitive struggle for larger and larger circulations; the rise of formidable new competitors in radio and television—and a host of other things. Yet I suppose that the broader, more dramatic answer is simply that the world itself has grown incredibly more complex.

BUT it is this very complexity which has made the rôle of the magazine much more important than formerly. A thorough understanding by our people of the fast-breaking events in this cold-war world is highly necessary if our democracy is to meet the challenge of Communism. Too, a scientific revolution which is altering the structure of our already technically oriented society needs to be brought into focus for the millions whose lives are touched by it. And not least, man needs release from the tensions of this hectic age; he finds it rather frequently in the fun and laughter of recreational reading.

Another important function, especially for general magazines, is to encourage the reader's interests to fan out in many different directions. Introduced to new and challenging subjects, people find their horizons broadened and life more meaningful, more stimulating. In this connection, one of the *Post's*



The author. Editor of The Saturday Evening Post since 1942 (the Post has a weekly circulation of 6½ million), Ben Hibbs was born in Kansas and won his A.B. degree at its University. Editing newspapers in Colorado and Kansas for six years, he then went to work for Country Gentleman magazine, edited it 1940-42. He and his wife, Edith, have a grown son, live in a Philadelphia mainline suburb—Narberth.

most successful undertakings in recent years has been the presentation of original and creative thinkers in the *Adventures of the Mind* series. We started with the premise that there existed in the U.S.A. a vast chasm between the great scholars in almost all fields of knowledge and the common, garden variety of citizen who sells automobiles, runs a bank, prospects for oil, or raises cattle and wheat. In other words, the intellectuals weren't communicating with us ordinary folks. The scholars conversed with one another through their erudite journals and in their rarefied meetings, and most of the rest of us simply lumped all such people together under the general heading of "eggheads" and made no effort to understand what they were saying.

We convinced ourselves that it was important to establish a bridge between the first-rate brains of this earth and the rest of us people. We thought that perhaps a mass-circulation magazine such as the *Post*, reaching a large and diverse audience, could provide one such bridge, and we decided to make the attempt. We decided to spend \$100,000 to get the thing launched; and we decided if we ran into adverse winds, not to give up in a hurry, but to give the idea a real run for its money. We told ourselves that we could be satisfied if the new feature scored a readership of one-third to one-half the average of other features in the magazine.

So we detached one of our ablest staff men from his regular work and brought in another man from the outside—a highly successful free-lance writer

with an intellectual turn of mind. They dug into the scholarly literature of the U.S.A. and other lands, compiled lists of possible contributors, and, in due course, began hopping around the landscape seeing these people and proposing that they write on subjects of their own choosing—for *The Saturday Evening Post*. They were assured that they would be permitted to speak in their own scholarly way, that they would not be forced into the journalistic mold, and that they could say what they believed even if the editors disagreed wholly or in part. They were offered a tempting price for their contributions.

The project got under way slowly. This was something quite different from assigning an article to a nimble, professional writer and having him turn in a readable manuscript a few weeks later. This took a lot of pulling and hauling. And so it was not until ten months after the idea was born that we were able to launch our new series. By that time we had a safe backlog of excellent and thoughtful essays by some of the leading people of the United States in the sciences and arts and letters.

We started the series, with appropriate fanfare,

in the late Spring of 1958, and the response was immediate, large, and highly favorable. Approving letters flowed in, not only from college professors and other intellectuals, but from the filling-station proprietor and the housewife. Newspaper publicity was enormous and continues so to this day. Presently our readership studies began to come in, and we found to our delight that the figures were approximately twice as high as we had anticipated. *Adventures of the Mind* appeared on an every-three-weeks basis through the Summer months, but by the time Autumn came the feature was proving so successful that we stepped up the schedule to every two weeks.

We have now published more than 60 of these *Adventure* essays and have touched upon a whole range of intellectual subjects such as art, architecture, anthropology, geology, nuclear physics, electronics in medicine, history, poetry, religion, the theater, international relations—and so on. The topics which fit into this frame seem to be endless, and now that the feature is established we find that it is much easier to persuade the scholars we want to participate.

I have recounted this episode in editing in some detail because I think it has a rather important meaning. I think there has been a lamentable tend-

ency on the part of editors to underestimate the intelligence, and the latent thirst for knowledge, of a considerable segment of the mass audience. And we know that articles such as the *Adventures* series lead readers to broaden their intellectual horizon even more. At the end of most of these articles we run a list of books on the subject. Many readers whose interest is whetted seek these out and also read further on the subject in special-audience magazines. May I say here that specialized publications such as *THE ROTARIAN* and *REVISTA ROTARIA* perform an invaluable service for particular segments of the reading public. I know I have been impressed by the outstanding job these two publications do in promoting international understanding. Too, their presentation of the business side of the national and international community adds strength to the free-enterprise system, as opposed to the State-controlled economies of the Iron Curtain countries.

Of course, general magazines try to serve the *whole* man, by presenting a balance between weighty matters and the lighter side of life. I can remember the time when people thought *it was fun to read*. Some still do, but even more of them need convincing, particularly the rising generation, that this is a fact.

Incidentally, I am not advocating froth, nor am I

Among My Assets

By J. EDD McLAUGHLIN
President of Rotary International



ON THE SHELF in the basement of my bank in Ralls, Texas, I keep some assets which never have been credited to my personal account—and never will be. Yet they are worth a great deal to me. They provide rich memories of my 33 years in Rotary and of the friends I have made through this association. There in the basement, neatly arranged in chronological order, I have kept every issue of *THE ROTARIAN* since 1928, the year Rotary came to my town.

THE ROTARIAN and I hit it off right away. My first Rotary speech—delivered at a District Conference in Ranger in 1929—extolled the Magazine. *THE ROTARIAN* helped broaden our horizons in many ways in Ralls, a young Texas town that was laid out only a few months before Ches Perry laid out the first issue of *THE ROTARIAN*. Through the Magazine and through talks with other Rotarians, I soon became aware—as did all of us in Ralls—that Rotary offered opportunities and challenges far beyond those we had envisaged the day our charter arrived. Through the years *THE ROTARIAN* has continued to give members old and new that broader view, that inspiration which has helped Rotary grow stronger in numbers and in the dedication of the men who champion its ideal.



It takes people, lots of them, to get out a big modern magazine. Here Ben Hibbs (far end of table), editor of The Saturday Evening Post and author of this article, gathers with his top editors for a planning conference in the Post offices in Philadelphia, Pa.

talking about the sweetness-and-light, everything's hunky-dory type of nonsense which pervades some of our writing. I am talking about good, wholesome entertainment. It has become fashionable these days to belabor "escape reading." I don't object to the word "escape" as applied to reading. I think it is a good word, a rather exact word, but I do object to the sneer with which it is hurled at magazines. Why shouldn't they provide readers with a bit of escape from the cares of daily life, through the vehicle of a buoyant, fascinating article or an absorbing story? I can't help remembering that President Woodrow Wilson, the most intellectual of American Presidents in the 20th Century, thoroughly enjoyed who-dun-it's. There is nothing incompatible in intellectuality and love of entertainment—in a man or a magazine.

As to whether magazines have a future, this is a question that has been asked rather often during these recent years of the rise of television. My answer to it is an emphatic "Yes!" But then I'd like to add in the next breath that those magazines which want a future must cleave to certain basic principles which have never been outmoded, and never will be, by all the volcanic changes which sweep through the great publishing industry with each new generation.

Here lately I have been deeply concerned by the race for larger and larger circulations, and the impact it is sure to have on the very structure of magazines if it becomes the dominating motive in editing.

A healthy circulation growth is one thing—and

aggregate magazine circulation has grown every year in the past decade despite the competition of television. But the desire of magazines to exhibit their strength in these critical years must not be overdone.

A critic said a few years ago that the magazine subscriber had been reduced to a "sad position": that whereas at one time periodicals had fished for subscribers, they now fished for advertisers and used subscribers for bait.

THIS is a serious charge. Every editor worth his salt knows that there are ways to reach further and further down the scale of human intelligence and emotions and pile in the readers. The temptation is always there. Yet in the end, if we go too far in this direction, we certainly shall destroy the character of the publications we edit and betray the very people whom we really want as readers. And that, of course, would be the final disaster.

But I have faith that the integrity of most editors will avert such a catastrophe. And I firmly believe that despite all the new diversions, including television, despite all the demands of people's time, there will always be a large segment of the population which wants something informative and entertaining to read. I refuse to believe that my own country is about to become a nation of illiterates. There is too much evidence to the contrary. And so long as people want something to read, there will be a continuing place in their lives for the magazines—provided the magazines are honestly and intelligently edited.



How It All Began

By CHESLEY R. PERRY

Here, in telegraphic phrases, the man who started The Rotarian describes its origins—this article first appearing in January, 1936. 'Ches' was Rotary's international Secretary 1910-42, died in February, 1960.

AT CHICAGO in August, 1910—the first Rotary Convention—some proposed an official publication for the new Association—violent opposition from others—they feared that he who had control of the publication would have control of the Association—no provision made for an official publication—Secretary authorized to prepare and distribute literature—subsequent to Convention a continued demand for some medium of communication among the Clubs—toward close of 1910 President Harris prepared an article explanatory of Rotary—money was not available to have it set in type—Secretary decided to take a chance—he sketched out a small eight-page newspaper-style publication—the Harris article was the *pièce de résistance*—two or three other articles were added—news items about Clubs and personal notes about Rotarians were prepared—a few advertisements were secured from Rotarians—approval of the Board of Directors was obtained—the Secretary personally guaranteed to take care of any financial deficit—so in January, 1911, appeared the first issue of their publication, *THE NATIONAL ROTARIAN*,* as it was called—reception by Rotarians most cordial and responsive.

The first edition of 2,000 copies was soon exhausted—many demands for additional copies—

* Reproduced in this issue, page 31.

second edition of 2,000 copies run—President Harris insisted upon another issue and in this was supported by the demands of Rotarians in all parts of the country—however, the Secretary was a little slow to act—he had experienced the work of getting out the first issue in addition to his other work as a part-time Secretary—he had no paid subscribers and there was no advertising.

The need for some attendance-promotion publicity for the Convention to be held in Portland, Oregon, in August, 1911, however, resulted in another issue of THE NATIONAL ROTARIAN in July, 1911. The Convention adopted a Resolution providing for the establishment of a monthly magazine "of substantially the standard magazine style and size to be known as the official organ of the organization." An annual subscription price of 25 cents for Rotarians was established.

No appropriation of funds was made or other action taken regarding this matter by the Board of Directors. Printers and publishers said a monthly magazine was impossible with a 25-cent-a-year subscription and an at least uncertain if not negligible income from advertising. On such advice, the Secretary "marked time," but finally the Executive Committee of the Board met and gave the Secretary

definite orders and authority to produce the magazine. So in November, 1911, the third issue of the publication appeared. The editor and business manager succeeded in securing advertising to the amount of \$120 for this number of THE NATIONAL ROTARIAN. In this issue was published a list of the then 27 Rotary Clubs, all in the United States.

The financial situation made it impossible to get out another issue in December, but one came out in January and another in March. Since that time the magazine has appeared regularly every month. In September, 1912, the word "National" was dropped and the name became THE ROTARIAN. For years the struggle for existence went on. Gradually its owners, the Rotarians, increased the subscription price. Gradually advertising came in. Gradually the magazine improved in content and appearance. Today it is generally recognized as an outstanding and influential magazine in the field of service.

THE ROTARIAN is reaching directly, or indirectly, at least a million people, perhaps 5 million. It is being read by heads of Governments, by leading men in every branch of business and profession, by statesmen, by educators, and by the younger generation now in school. Its possibilities for good in this world appear to be unlimited.

Chicago was the birthplace of this Magazine, and its famous State Street looked like this (left) in the natal year, 1911. . . . Just one city block to the left of this intersection the newly formed National Association of Rotary Clubs had its office, and there its Secretary "Ches" put together the first issue. Shown with him in this 1917 film clip are assistants W. m. Graham and Mildred Trosin.

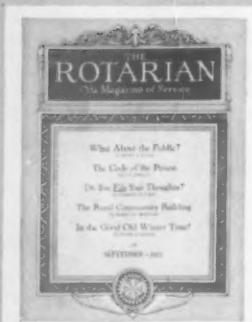




1915



1918



1922



1926



1930



1934



1936



1938



1942



1946



1950



1955

Remember?

HERE ARE a few men left—just a handful—who 50 years ago this month received the first issue of this Magazine. They will remember that in its original form it was a 12-page newspaper (8 1/2 by 12 inches) named THE NATIONAL ROTARIAN and that it was started for reasons explained by its first Editor on page 28. On the page to the right and on following pages are reproductions of four pages from Vol. I, No. 1—with the complete text of Founder Paul P. Harris' first message to all Rotarians of that day, some 2,000 men in 23 cities of the United States.

The old covers at the left reflect changing tastes in art and type. Several are of special interest. The U. S. doughboy in the cover for June, 1918, is reading THE ROTARIAN for June, 1918, which shows him reading THE ROTARIAN for June, 1918, etc., etc.—an example of looking-glass perspective then in vogue. Remember the Post Toasties box?

The 1930 cover marked the 25th Anniversary of Rotary International, the 1936 cover the 25th anniversary of THE ROTARIAN, the 1955 cover the Golden Anniversary of Rotary International. The 1938 cover displays a painting by the noted U. S. artist Norman Rockwell.

Remember?

The National Rotarian

ISSUED FROM THE SECRETARY'S OFFICE OF THE
National Association of Rotary Clubs of America

VOL. I.

JANUARY, 1911.

NO. 1.

RATIONAL ROTARIANISM

By Paul P. Harris.

National President.

If by interposition of Providence I some day were to find myself standing on a platform in some great Coliseum looking into the eyes of every living Rotarian, and were to be told that I could have one word to say, without an instant's hesitation and at the top of my voice, I would shout "Toleration!"

It was in pursuit of it that the pilgrim fathers embarked in their frail craft upon the stormy waters. It was from the chrysalis toleration that lustrious winged liberty, awakened by the music of the sweetest toned bell on earth, sprang and floated away that July day in Philadelphia, while the world dreamed and wondered.

If this Rotary of ours is destined to be more than a mere passing thing, it will be because you and I have learned the importance of bearing with each other's individualism, the value of toleration.

Rotary is entirely without precedent in the history of clubdom. We have had no rules except such as have been gathered from the creative imagination of the men who have been responsible for our destinies. As mariners, long before the invention of the compass, successfully navigated perilous and unknown seas by the guidance of the stars, so they, the forefathers of Rotary, observing the rules that have from time immemorial influenced the lives of men, skillfully guided their craft in perilous, unknown and trying circumstances. May we never, in time to come, depart from the safe course of rational toleration and humane consideration of the convictions of others.

If I, as above said, were by Providence to be placed on a platform in some great coliseum where I had the eye and the thought of every Rotarian on earth, I would like to propound this question: "What is the philosophy of Rotary as you understand it?"

In my mind's eye I can see a multitude of hands go up and I can see myself realizing the hopelessness of arriving at accurate conclusions through process of haphazard individual expressions of opinion.

However, I might well ask another question:

"How many believe that Rotary philosophy is to give and to influence business to and to get business from fellow members and persons influenced by them?" The result would probably be that all, except a very few, would arise.

To narrow the question down to an even finer point, I might ask: "How many, if any, of those present think it either dishonorable or unethical to join a club for business purposes?" That shot would reach home. A few might arise amid numerous murmurs of disapproval.

However, if such result were to be, I would think it but fair to give the minority hearing. I would ask, "Mr. Ethical Standard" to express his views. I can readily anticipate them. He would just about say:



President, Paul P. Harris

"This business-getting feature of Rotary looks dangerous to me. What will people think of us? I am a member of several clubs and societies all of which rank high in our city and I know it to be a fact that in one of them at least soliciting business is strictly prohibited and in all it is tabooed. In my personal estimation it constitutes the personification of bad form. Clubs are meant for club purposes and not for business purposes. If a man is to continue to grind away at business all day and all night, why does he not remain at his desk or store? One of the chief purposes of clubs is to take one away from business cares, to afford one rest and recreation. I have lived for forty years now and have never in all my life known or heard of a club whose very constitution and by-laws violate this fundamental principle."

Here a cynic might interpose, "Did the thought that your great grandfather lived all of his life without ever having been on a train of cars, ever enter your head? And if so, did you ever happen to arrive at the conclusion that your grandfather's inexperience constituted no valid argument against cars?"

But were it to be my good fortune to choose, I would certainly ask to hear from "Mr. Vigorously Definite" on the subject. From what I know of the man, I can tell you in advance many of the points he would score. Some of his words might be:

"Whether or not it is dishonorable to join a club for business purposes, depends upon the club, its principles and what one professes to join it for. There is no more culpability about joining a business club for business purposes than there is about joining a social club for social purposes, an athletic club for athletic purposes, or a political club for the acquisition of pull."

"If any one tells you that it is reprehensible to try to make a dollar or two for the wife and babies from club associations in straightforward business transactions, tell that person that some foreign substance has gotten into his carburetor. Legitimate business transactions are

profitable to both sides. If it was necessary to skin a man every time one does business with him, there might be reason in the view point, but I know my goods, and I know that I am doing the other fellow just as great a favor as I am doing myself, when I give him a chance to trade with me. The trouble with the philosophy of Mr. Ethical Standard is that he has gleaned the information that in certain particular clubs of which he is a member, business soliciting is either prohibited or tabooed, and the moment he gleaned that information his lights went out.

"If they had stayed lit a second longer he could not have escaped getting rationality back of his conclusions. He would have come to a realization that straightforward business is never what the lawyers would call *maius per se*, that is, wrong of itself. It may be what they would call *malum prohibitum*, that is, wrong because prohibited or made wrong by some rule of conduct which we are bound by law or by our oaths to respect.

"No true Rotarian ever permits his tail feathers to droop just because some outsider makes the remark that business is one of the key notes of Rotary. Then is when he gets *cocky*. 'Business? Yes, of course. Why not? I'm proud of it, aren't you? If your business is good enough to talk in your shop, and even your home is not too sacred for its consideration, on what theory do you exclude it from your club?'

For us to be ashamed of business would be unpardonable in view of what business has done for each of us. With nearly equal reason and propriety a man might be ashamed of his own father or mother. Business is the mainspring of civilization. Cut business out and the great hands of time will whirr backwards to aeons B. C."

I never like to have a good subject exhausted at one brief hearing and so I would give an instant's thought to the possible proximity of the rock "Intolerance" and modify my question. I would ask: "Does Rotary stand for any thing beyond or besides giving business and influencing business to fellow members and getting business from fellow members and persons influenced by them?"

Business Gets Another Boost.

By this time we would see "Mr. Cash Discount" on his feet and desirous of telling us just what he thinks about this matter.

I have known Mr. Cash Discount for some years. He has good qualities. Among other agreeable habits of his is that of paying his bills when they are due, or before if there is a cash discount. He will never be worth more than a million because he doesn't think in larger sums, but, barring the possible chance of a cyclone's digging up the safety deposit vault in which he plants and distributing its contents into the lake or the sea, he will always have his knuckle of ham, and will never become a charge on the county. He would say:

"I have been a member of our Rotary club ever since it was first organized in our city. During that time I have given business direct to seventy-five different members and have influenced business to thirty-two more making a total of more

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than one hundred members whom I have helped. The total volume of the business given and the business influenced by me to club members has been \$2,148.16 and the total business which I have received has been \$1,971.65 of which all but \$83.95 has been paid. I think that I have done my share and that there is a balance in my favor in the ledger. I would like it if you would all come down to my shop. I can show you each item and the man who got it, or whom I got it from.

"I joined Rotary Club because the man who induced me to join told me that it was a club made up of men in different lines of business who came together for business purposes; and it appeared to me to be a very rational plan. It would be like having two or three hundred solicitors, live wires all the time looking out for business for me. Pretty nearly every one on earth of whom I have had either goods or labor to buy is in some kind of a combination. I have been, in one form or another, paying daily tribute to combinations for twenty years. On the one hand I buy my oil from the oil trust, matches from the match trust, beef from the beef trust, coffee from the coffee trust, sugar from the sugar trust, and on the other hand, all of my employees are unionized and I get if there. I feel like a grain of wheat between upper and nether millstones.

When this Rotary scheme was presented to me I was ready for it but it seemed almost too good to believe. It was just like it was handed down off the Christmas tree. Business is what I am here for. It is my idea that a club can be either a business club or it can be a society club or something else. I don't know how it's going to be two or three different kinds of clubs and succeed in any one of its purpose. There are plenty other clubs that are organized for social and public purposes but there is no other Rotary. I am a hard working man. I attend to business twelve hours every day and even when I go to Rotary Club I figure that I am attending to business except that it is in a different way. Otherwise I would not feel that I could afford the time.

"You may talk all you please about the duties of citizenship and all that, but its business that gets the money and its the money that we are all after. I know of one of these reform fellows who was always shouting about doing something for the city. I wish he would try to do something for me. He owes me \$1.75. If I spent all my time reforming and attending to other people's business I would probably be owing some one else \$1.75 and if I mixed in bridge whist and those other folderols I don't know what would become of me. No, Rotary, as I understand it, is a business proposition, and as such it is doing all right, or as near to it as can be expected, and, in my estimation, it had better leave well enough alone." Thus finishing Mr. Cash Discount would sent himself.

A Broader View of Rotary.

But there is one more man to be heard from. He will represent the class of Rotarians who have not as yet been heard from in the debate. For want of a better name I shall call him "Mr. Altruistic Equilibrium." Coming, as he does, last, he will have had opportunity to review in his own mind all the points raised by his opponents but he is always last because he is a good listener.

He will start out:

"Whether or not business is the only thing to be thought of in Rotary depends largely upon one's view point. If one has been in the habit of thinking of Rotary in the light of the question, 'What is it worth in dollars and cents?' then it is to such person a business club pure and simple and nothing else. Viewed even entirely in its aspect as a business instrumentality it is a good thing, an asset of value. It is also true that a man of the calibre of my friend Cash Discount who takes a purely business view of

Rotary may be an undeniable advantage to the club in his way. We all have our living to make and his helping hand is very welcome.

"The real subject now under debate is the question: 'Is Mr. Discount's way the only way?' Is there to be no place in Rotary for the man who believes that Rotary ought to be something more than a mere business exchange? Is there no place in Rotary for him who recognizes the fact that he, as an American citizen of this day and age, has been the recipient of a vast heritage, the result of works of generations who have passed on beyond, and who thinks it his duty to do something toward balancing his account by doing something for the public present and for generations that are yet to come.

"I have been thinking of the Rotary scheme as a compensatory arrangement. It makes it possible for one to do something for his community and to pay his personal and business expenses, and probably make something besides, while he is doing it. Most commercial organizations call for considerable sacrifice both of money and of time on the part of their members for which there is almost no possible prospect of return. In many instances, the members can ill afford it. Now, I am not unaware of the fact that it does not require great courage to cast bread upon the waters when the tide is flowing back one's way and that there is no great credit in charity which calls for no sacrifice but, courage or no courage and credit or no credit, Rotary gives us a chance to do something to square our accounts with the world without entailing the necessity of loss of money or time.

"While you are at work doing something for your brother Rotarian or something for your community through Rotary your brother Rotarian is doing something or saying something for you; and did you ever stop to think how much more one can accomplish when he is working for another fellow than he can when he is working for himself? Words carry much further when separated from the appearance of selfish interest because they are believed. It would be a mean old prank to play upon the world but what would be the result if you spent all of your time judiciously boozing my business and I did likewise in regard to yours? Why, we would just about treble our earning power, that is what would happen. But all of that is aside from the present question. Is business the only thing to be thought of in Rotary?

"Beware of the scheme which is so obviously good that it presents on its face no objectionable features. There are many species of gold brick in this world of ours but there is no royal road to success nor to wealth. Even Rotary as an open sesame to unlimited riches would be a failure. We might just as well look these facts in the face now as to let them bump us unexpectedly in the future.

"The Rotary scheme on the face of it looks theoretically correct. It looks almost too correct. The idea of having two or three hundred men in non-competitive lines looking out for your interests all of the time looks wildly seductive. If it worked out in practice as it does on the face of it in theory, we would soon corner all of the business there is in the world. But we won't, and thank fortune we don't desire to, but why won't we? Because human nature is human nature.

"While it is true that it is human nature to desire to sell in a non-competitive market it is also true that it is human nature to desire to buy in a competitive market. "Man is so constituted that he can and does at one and the same time both love and hate competition. He loves it on one side and hates it on the other and when one both loves and hates a thing my advice to him is to go easy or he is likely to do something to it that he will be sorry for. Don't attempt to kill off poor old competition. It has served us

long and faithfully. It's a tractable brute if treated right. Save it if only for the good it has done. We may need it most anytime. If we totally annihilate competition, sooner or later some one, who will view his membership as a rich opportunity for easy plucking, is bound to get in our club and he will be followed by others of the same ilk. Let it be known that loyalty to Rotary requires no man to pay higher prices to Rotarians than are charged by their competitors. It is a characteristic of the American to revolt against conditions which bind him to do certain things. He will do freely and voluntarily for persons whom he highly regards every thing without reason. The most valuable asset to your business and mine is the man who patronizes us because he likes us or likes our goods. One man of that character is worth more to us than a city full of men under coercion to patronize us.

A Mark of Quality.

"The Rotary mark must become a guarantee of quality. Membership in a Rotary Club must be equivalent to an A1 rating as to credit, goods and service.

"I believe in every word that has been spoken by Mr. Vigorously Definite. There is nothing dishonorable about straightforward business find it where you will. Business is not undergoing trial in this tribunal.

"Our friend Cash Discount has drawn a very vivid and impressive picture of the possible efficacy of Rotary as a money making machine and within limitations and with allowances for attributes of human nature which he has not seen fit to consider, the picture is true but all that he has said and more could with equal truth be said of Rotary as a power in civic affairs. If perfection could be attained in Rotary we would have a club in which every line of business and every profession would be represented. This would mean that we would have a point of contract, so to speak, at which our club would come in touch with every person in our respective cities who is engaged in business or the practice of any profession. It would be interesting to observe a test of the power of Rotary working for some common but altruistic cause.

"It is true, as stated, that nearly every city has its commercial organizations but there is room for more and moreover most of these organizations are so busy shouting Greater New York, Greater Chicago, etc., that they have no time to shout Better New York, Better Chicago, etc.

"Rotary is a new concentration of forces and possesses potentialities which no other club or organization possesses. This may be said of it even in its local aspect. When considered in its National aspect it occupies a position which is unique, without parallel. There is no civic or semi-civic organization in existence which is in a position to exercise the influence on national affairs that Rotary is. Intrenched as it is in every important American city its power to sway national legislation to the right is supreme in all clubland.

"May our visions become enlarged. We need a wider perspective and a fuller patriotism in Rotary.

"We must keep up the standard of membership. One's loyalty to Rotary may often be measured by the calibre of the men whose applications for membership he brings in. If he reaches up above himself for his candidates, it means that he has the welfare of Rotary at heart. If he stoops down to drag a makeshift of a business friend or customer on board, it generally means that he has his own individual welfare at heart and thinks to derive business benefit from the favor he has conferred. It would be difficult to fathom the depth of the injury such motives can be responsible for in Rotary.

"I am going to say to you Brother Cash Discount that it is my own belief that Rotary will get the best results, even if those results be measured in dollars and

THE NATIONAL ROTARIAN

cents, if it does not spend all of its time in bookkeeping and in counting money gained by its influence. Why? Because a too frequent urging of the business exchange idea will be distasteful to some of the biggest, broadest minded and most desirable members. Straightforward business can never be dishonorable, but it may sometimes be inexpedient. It is human nature to desire a little variety in life and, moreover, it is easier to accomplish results, whether business or other results, if one is well thought of in his community. The same thing may be said of clubs. Rotary's growth will be stronger and more permanent if it is well thought of in the communities in which it is planted.

"The way for a person or a club to be well thought of in its community is to do something for the community. The American people have been educated up to the point where they make insistent demand for a certain measure of civic activities on the part of clubs. If you have never done anything in that line before it is time that you began. I wish that you could have observed the activity with which our club absorbed the good fellow idea last month and how the fellows went to all parts of our city delivering Christmas toys to toyless kids. The opportunities to do things are simply legion and becoming more numerous as civilization advances. It is marvelous how easy it is when once you have started. If you can't serve at first actively you can at least serve passively. You can sit and listen to some public speaker while he talks on some live subject of local interest. It will be an education to you and a good advertisement for your club. The papers will give the speaker some space and the people of your city will be brought to a realization that you are at least passively interested in public affairs.

"The business part of your program should quite frequently be given a rest. An occasional bit of fun will help some, but I don't need to boast that game. You will get it anyhow. A few years ago, fun would have filled every requirement, but we are getting to the point where recreation and frolic do not necessarily seem synonymous. The mind of the normal adult of this day and age turns for its recreation toward the consideration of things which do not pertain to self.

The Golden Rule in Business.

If Rotary is ever accused of anything disagreeable, it will be accused of selfishness. Our exclusiveness may subject us to criticism on that score. Tell accusers that the antithesis of egoism is altruism and Rotary gives members an opportunity to help as well as be helped. Many members who, in joining, have been animated largely by a desire to be helped, have, on the maturing of acquaintance, found their chief pleasure in helping.

"What a satisfaction it is to take or to send business to a friend. This is particularly true in large cities where the vast majority of the people are unknown to each other. What a pleasure to emerge from a swirling current of strange faces with its rivers like tides and back tides, eddying pools and rapids, into the haven of a friend's shop.

I have never felt myself under positive obligations to patronize anyone in Rotary and yet I do patronize Rotarians. I can't help it but I have a mortal dread of strangers. The habit of patronizing Rotarians is becoming more fixed as time goes on. Nearly every month I find myself opening up a new account with some Rotarian. I consider my membership worth while, if only for the opportunity it affords me to patronize friends.

"In a nut-shell my ambition is to do as much for the other club members as any one in our club. I will take my chances as to the recompense, and after I have gotten through doing things for individual club members, I want to do something specifically for the good of the club and for the good of the city in which I live.

"Acquaintance begets business. That is certain. The very formation of Rotary makes business exchange inevitable. As a business asset membership will increase greatly in value, not daily but yearly. Good things come slowly. Business relations, once started, will continue. You are given opportunity to mingle with men, none of whom is a competitor with the other. This is the only really logical club that has a business plank in its platform that was ever devised. I am an architect. What sort of a chance do I have of getting business when I attend a meeting of the Architects' Club. Every man present is a rabid competitor. How about my chances of getting business out of our Commercial Club? There are one hundred and forty-six architects besides myself in that organization, but in Rotary every member is a possible client of mine. While it is my belief that business should be the cement that binds the parts of our structure together, it should not constitute the entire structure.

"We are liable to put our good friend business in the center of the platform and keep him there all the time. I am opposed to this:

"First, because I think that a little change once in a while will do us good and that we will become narrow and contracted in our views if we permit ourselves to think business and count dollars all the time, and besides altruism is men's fun.

"Second, because I think that a little change once in a while will do business good.

"Third, and last, but not least, because I believe that a little change once in a while will do Rotarianism good and lead to its being highly respected in our cities, our states, our country and throughout the world."

Thus closing, Mr. Optimistic Equilibrium resumes his seat.

My closing remarks on an occasion of that character would be very few. It would not be unlike me to say that it has given me much pleasure to hear the earnest words of the four speakers, Mears, Ethical Standard, Vigorously Definite, Cash Discount, and Altruistic Equilibrium, the Allegorical Quartette, and that I believe that nearly all of the members of every Rotary Club in existence would readily fall into one or another of these classes.

First. Those who believe with Mr. Ethical Standard that business should have no part in the club life of Rotary.

Second. Those who believe with Mr. Cash Discount that business should constitute the entire club life of Rotary.

Third. Those who believe with Mr. Altruistic Equilibrium that life in Rotary should consist of a rational mixture of business with civic activities and good fellowship.

Perhaps near one or the other of these view points, lies that which shall generally be accepted as true Rotarian philosophy, understood and respected by Rotarians and non-Rotarian alike. There should be no occasion for meeting behind closed doors. If Rotarianism cannot stand the test of trial before a jury comprised of the entire American people, then it lacks rationality and should be changed. The perfection of wisdom has not as yet been attained by finite mind. To develop is to live and not long after the cessation of development comes the day when it becomes necessary to lead something out behind the barn and perforate it. Then come the crowd dressed like pall bearers.

No doctrine is immune from criticism. It is the part of wisdom to profit from rational criticism, not as much because of what other people think of us as because of what they cause us to think of ourselves.

Let us be in a position to defend ourselves in the event that Rotary undergoes trial, not by stentorian shouting of meaningless words but by logic that convinces. It is human nature to try people. Martin Luther was tried by the diet at Worms, and the accused became accuser. If we put Rotary on the highest possible

plane and keep it there, we shall experience no difficulty in obtaining witnesses the day our case is set. A grave responsibility lies on your shoulders and mine and let us for a moment hark back to the monoverbal text of the first preceding pages "Toleration" then devote ourselves; first, to serious thought; second, to expression thereof. Rotary is a huge, powerful machine. Unguided, it could thrash down the aisles of time a menace to all mankind. Well directed, it will become a humanizing instrumentality of which we need not be ashamed. With the realization of power, come men's greatest temptations, and in their subjugation, the greatest and most lasting satisfaction.

Now, Rotarians of the United States and of Canada what say you? Which side of the debate would you take and why? We want to hear from you.

Yours fraternally and very sincerely,

PAUL P. HARRIS.

Chicago, January 1, 1911.

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THE NATIONAL ROTARIAN

The National Rotarian

Edited and Published by

CHESLEY R. PERRY

Secretary NATIONAL ASSOCIATION OF ROTARY
CLUBS OF AMERICA.

Headquarters

189 La Salle St., Chicago

Advertising Rates for future issues will be
furnished upon application.

NATIONAL ASSOCIATION



WHY WE ARE HERE

President Harris had a message which he wanted to deliver not only to every Rotary Club but to every Rotarian. Secretary Perry had a lot of news items concerning new Clubs and in regard to what the Clubs were doing. The result is THE NATIONAL ROTARIAN which has been made possible by the co-operation of the Rotarians whose advertisements appear herein. This little journal is an experiment. We say this frankly and modestly but believing that it will be a successful experiment and that there will be other issues—probably quarterly. We only ask that you look this little journal over carefully making allowance for the fact that it was rather hurriedly thrown together and is susceptible of many improvements which will be made if we are encouraged to get out another issue.

Of this issue of THE NATIONAL ROTARIAN, 3,000 copies have been printed and one copy has been mailed free to every member of those Rotary Clubs who have filed their rosters at National headquarters.

It seems as though this publication ought to be a good advertising medium. Every Rotarian is a successful, prosperous business man, educated to patronize his fellow Rotarians. Hundreds of them are traveling constantly. Let them know what you have to sell and where you are located. Business must result inevitably.

Perhaps it would not be out of place to say a word here regarding the objects which may be accomplished by having a National Association of Rotary Clubs. They are as follows:

First, by providing ways and means of bringing the various Clubs into closer touch with each other and thereby giving each Club the benefit of every other Club's experiences in the conduct and development of their Club work.

Second, by promoting and supervising the organization of new Clubs so that they will be formed and conducted as nearly as possible like unto the existing Clubs.

Third, by uniting all the Clubs at the proper time in some great civic or commercial movement which will make for something better throughout the Nation.

Fourth, and most important of all from a commercial standpoint, by advising ways and means for bringing about an exchange of business from city to city, and by promoting and encouraging such exchange of business between the Rotarians of the country.

"Rotary"

The true Rotary spirit is not the selfish one of trying to see how much you can get out of your fellow members but the more altruistic one of trying to see how much benefit and good you can do for your fellow members. As each one tries to give business to someone else in the club or influence business to someone else in the club, he finds that there is a law of compensation and his reward comes from the fact that someone else is giving business or influencing business to him.

Rotary does not necessarily require a direct exchange of business between any two members. A may be able to give business to B without being situated so as to receive any return from B but B may be able to do something of value for C and C in turn may be able to patronize A. This is the rotation of business. As each Rotarian undertakes to help his brother Rotarians without demanding a direct return to him from them, there is produced a condition of friendship and fellowship upon a higher plane than the usual selfish and sordid relationships of commercial life.

According to the local temperaments of the residents of the different cities of the country there is some difference in the conduct of the various Rotary Clubs. Some are particularly strong for civic work, for the betterment and building up of the communities in which they are located. Some clubs make a strong feature of sociability and good-fellowship. In some cities formal dress suit dinners are not unusual, others are emphatically informal. In any event the predominating idea is one of service—to the community, to the club, or to the individual members. There is no place for drones in the Rotary hives. Rotarians are all busy bees.

In all the clubs as there is but one man admitted from each line of business there is no business jealousy among the members and there is no prudery about avowing and advertising one's business in the club. In Rotary Club things are done openly and frankly that in other clubs must be done sub-rosa. Rotary Clubs are composed of men who are old enough to know how to do business and young enough to want more business to do. Rotary has proved that business and brotherhood will mix. In brief a Rotary Club is one kind of thing—every other club is something else.

This might be divided into two general classifications, retail business and wholesale or jobbing business.

In the first class are the hotels, haberdashers, cigar stores, shoe stores, restaurants, drug stores, public stenographers, and others who may be patronized by Rotarians who are transient in other cities than their own.

In the second class will fall those houses which carry lines which are sold throughout the country—machinery, lumber, brass and copper specialties, carriages and wagons, lands, public accountants, detective agencies, heating power plants, railroads, etc., all of which may be patronized, through correspondence perhaps, by Rotarians of other cities.

Of course we cannot expect the National Association to attain to its maximum efficiency immediately. It will take time—it will require the creation of acquaintanceship among the members. Perhaps THE NATIONAL ROTARIAN can help to accomplish this. We shall see.

WHERE WILL THE NEXT CONVENTION BE HELD?

Portland is out for the next Rotary Convention, they have \$2,000 already subscribed for entertainment purposes and have their publicity man out on the road.

St. Louis and Kansas City both gave notice at the Chicago Convention that they expected to be the hosts in 1911.

And there may be others.

NATIONAL ASSOCIATION COMMITTEES.

Several committees have been appointed by President Harris to consider the various phases of activity within the spheres of the local clubs and the National Association. The reports of these committees should prove interesting when presented at the 2nd Annual Convention in — pardon me, I didn't mention any city.

Civic Committee,

E. L. Skeel, Chairman.

38 Haller Bldg., Seattle.

Inter-City Trade Committee,

Robert E. Esterly, Chairman,

11th and Nicollet, Minneapolis.

Business Methods Committee,

A. F. Sheldon, Chairman,

Republic Bldg., Chicago.

Deep Waterways Committee,

C. F. Wiehe, Chairman,

2431 S. Lincoln St., Chicago.

THE ORIGINAL ROTARY CLUB.

B. L. T. in the "Line-o'-type" column of the Chicago Tribune says that the original Rotary club will be found in the Bible in the 10th Chapter of the Book of Ezekiel. How many know the reference?

'Things Certainly Have Changed'

A long-time contributor to this Magazine recalls some of its growing pains and pleasures.

By DWIGHT MARVIN
Newspaperman; Rotarian, Tryon, N. C.

I GO BACK a long way in Rotary. I joined in Troy, New York, my old home, in 1915; held various offices; attended six Conventions; and am now an active past service member of the Rotary Club of Tryon.

Things certainly have changed in these 45 years. In the early days many members would tell you, unabashed, that they had joined Rotary to get business. It took time and leadership to develop the idea that a man becomes a Rotarian not to get but to give, and that he soon discovers that in giving himself to his community he secures amazing results. To use a Scriptural phrase, he goes forth bearing precious seed, only to come again with rejoicing, bearing his sheaves with him.

THE ROTARIAN naturally has changed with the organization. In its early days it was little more than a house organ, a trade paper—edited by Rotary's almost miraculous first Secretary, Chesley R. Perry. Concerned with educating the first Rotarians of the young Rotary movement, Ches' chief interest seemed to be to make the Magazine a textbook or a bulletin board. But, thanks to his wise selection of staff members and vigorous co-operation from the Publications Committee, it slowly grew, emphasizing readability rather than instruction.

Slowly, and gladly, Ches withdrew from his more active blue-pencil, leaving responsibility to those to whom he had entrusted the Magazine. I can still remember that often in my own contributions paragraphs were dropped on the assumption that they might displease somebody. But as the Magazine came to adulthood it

finally emerged as a first-class publication, redolent with the spirit of Rotary but not preachy, even ready to be critical.

Of course, it always has been a useful publication. And it aimed to follow, with some lag, the better habits of other organizational publications. It was illustrated but it lacked the freshness, the variety, and the coverage of modern editing.

This was slowly corrected as the Magazine broke loose from the conventions of trade papers and, without forgetting its basic objective, added the zest of the general article, travel, fiction, even, in a somewhat primitive selectiveness, poetry.

My own intimate experience with THE ROTARIAN dates back to the 1920s. I contributed occasionally, chiefly to the editorial page. I recall one dramatic situation. Vivian Carter, of England, then Editor, was stranded by an operation in an English hospital just before the Convention in Dallas, Texas. He had planned to cover it, but could not attend.

In this emergency Rotary's President called me and asked me if I could arrange to take Vivian's place and do the Convention. I accepted the challenge, attended, and proceeded to write it up.

I did so in a rather flamboyant manner, writing many articles on the various phases of the Convention. Some were fanciful—such as a jocular report by the delegate from Mars.

Of course I couldn't put my name to each article as I was responsible for most of the issue, so I used a wild set of pseudonyms. I signed only one article, appearing elsewhere as "a prominent

New England Rotarian," "a delegate from Canada," and so on.

But by all sorts of trial and error, with a wide gamut of artifices, the Magazine travelled on its way, finding out what the reader wanted and engaging editors familiar with the tricks of the magazine trade. In its art particularly it made a tremendous advance, striving to keep up with the popular-magazine world.

Today one finds subscribers donating their copies promptly to public libraries or placing them on the club table for the outsider to see; and they are read. Among popular features have been the debates on current issues, with prominent writers taking opposite sides in order to present a rounded view of the subject. With such variant attitudes, often critical of Rotary shibboleths, it has been possible to permeate the Magazine with Rotary principles without making the process painful.

An organization like Rotary needs an organ—just as the human frame needs a heart. But the organ never should be a mere function, existing to fill an apparent gap. Nor should it be a trite trade publication, read only by the enthusiast and the steady worker in the ranks. The task must be to produce a magazine which, on its face, demands attention from Rotarians and their wives. It must choose material for readability and popularity.

BY doing so THE ROTARIAN has won the rank and file of our membership and its families as interested readers who look forward to it. This is a tremendous compliment to our Magazine staff, but it is a fair one. I know it is true because of the letters I get from subscribers all around the world whenever I contribute to it.

What of the future? I am no prophet. But I feel the Magazine has met the needs of the organization in such fashion that we may be sure it will not fail.

My current ROTARIAN is lying before me on our living-room table, with *Life*, *Look*, the *Post*, *Newsweek*, the *Saturday Review*, and the *London Illustrated News*. I keep it there each month. It belongs in such company.

Our Magazine—A Critique from Five Continents

Is this publication, now 50 years old and read in 130 countries, doing its job? Here some of its owners lean back and discuss the question.

THE 10,775 Clubs with their 497,000 members which form Rotary International own this Magazine—THE ROTARIAN and its Spanish-speaking sister, REVISTA ROTARIA. And they feel this ownership. It is "our Magazine" in their Club meetings, their Club publications, their letters, and their minds.

Recently the six men from five continents whom you see in the photo met at Rotary's Central Office in Evanston, Illinois, U.S.A., for a meeting of the Program Planning Committee of Rotary International . . . and during their five-day discussion alluded often to the rôle of the Magazine. When we asked them if they'd care to talk only about the Magazine for a few minutes during a coffee break, they agreed, and agreed also to let us tape-record their comments. Our microphone is hidden in the bouquet. Here is what they said, in what we present as our symposium-of-the-month.—EDITORS.

Monroe: Let's see, fellows. Where shall we start?

Duminy: I shall be happy to start it, D. D., with the comment that for many years Rotarians in my region felt that THE ROTARIAN was too narrow in its outlook for general acceptance. I'm glad to say that in the last five or six years the position has improved immensely. Now Rotarians in Africa look forward to receiving their personal copy.

Monroe: How was that change brought about, J. P.?

Duminy: Well, I think it was largely due to a change in the content of the Magazine itself. All of a sudden it seemed to blossom into a Magazine of world-wide in-

terest, and it included topics of particular value to Rotarians in South Africa.

Lapenna: I, too, think it is very much improved. I speak as one of the few Rotarians in Italy who is able to read THE ROTARIAN. My first impression years ago was that it was too American. It talked about American conditions, about American Clubs, about American life. Now it is much changed, and it is much more worth while. Of course, we will never have a great interest in the Magazine in my country until Italian Rotarians can read it in their own language.

Monroe: Of course. . . .

Lapenna: But I think we can do something which might help. Now and then the Magazine could present an article about a country in the language of that country. Would this work out? I don't know. Perhaps. This is just a suggestion.

Chinoy: Good, Marino! There is a very great demand, if I may use that word, from many Rotarians to see at least one article in their Magazine in their language. Recently I went to Lebanon to attend a District Conference in Beirut where presentations were made in French and Arabic and English, and from a number of Rotarians from different countries I learned that they wanted to see an article in THE ROTARIAN in their own language.

There was another suggestion made to me in Beirut. Several Rotarians said they felt that the articles about a country ought to be written by people from that country. They said they felt that it might perhaps be a good move if articles presented in THE ROTARIAN on different countries of the world were sent in advance of publication to experienced Rotarians in

those countries for their comments. It would make the article, I wouldn't say "more authentic," but it would certainly add local color to it.

Monroe: Well, have articles about countries given offense? Is that why the question is being raised?

Chinoy: Oh, I wouldn't say of-fense so much as—shall I say?—disappointment, perhaps. . . .

Monroe: Does that arise from the fact that perhaps some of the articles are written in what might be termed the "dictionary" language, whereas they ought to employ some colloquialisms, such as those in your English Eastern languages?

Chinoy: I wouldn't say that, D. D., because our readers around the world are fairly well-educated individuals. It's more a matter of attitude, of approach. But this is no great problem. We have a beautiful Magazine and it serves so well the cause of understanding that I wish many more copies were going out to Asia each month than the 16,000 that are now going.

Rastetter: To change the subject a little, I'm wondering, fellows, if any one single feature or presentation in any past issue of the Magazine seems to stand out in your memory above all others.

Guevara: As Spanish is my first language, I am a reader of REVISTA ROTARIA, but I usually also find time to read THE ROTARIAN. I wouldn't be able to point out one article that impressed me more than any other, but I am sure that one of the most interesting things ever brought to us was the special issue on Africa south of the Sahara some months ago. Geography and international affairs interest me very much. They are practi-



Six Rotary leaders from five continents, gathered in Rotary's world headquarters, hold a coffee-break discussion of this Magazine. Left to right: Yusuff N. Chinoy, electrical engineer from Karachi, Pakistan; Tristan E. Guevara, lawyer from Córdoba, Argentina; D. D. Monroe, abstractor from Clayton, N. Mex., U.S.A.; J. P. Duminy, educator from Rondebosch, Union of South Africa; Marino Lapenna, radiologist from Trieste, Italy; William C. Rastetter, furniture manufacturer, Fort Wayne, Ind., U.S.A.

ally one of my hobbies, and I was affected by that issue.

Rastetter: I myself recall no article that stands out more than any other, but the first thing I look at in our Magazine is the letters from readers. For some reason I particularly like that feature, maybe because I'm interested to learn what other people say about articles that have appeared.

Monroe: I can't recall when it was printed and I do not remember the title, but an article I remember well was by Walter Pitkin in the '40s and it said that out of the strife and confusion monopolizing the headlines there would emerge some form of an equivalent society that would someday spread from pole to pole. It was a very profound article. It has been interesting, over the years, to watch the social changes in society in the light of that article.

Guevara: I remember the presentation on the Convention at Lucerne—it was wonderful, wonderful....

Duminy: I thought the issue on Africa south of the Sahara was magnificent. I have travelled through our Continent and I thought the issue an excellent picture of what we have in Africa. The symposium in that issue had a section on my own country and it was particularly brilliant. It was done by Wentzel C. du Plessis, Ambassador of the Union of South Africa to the U.S.A. Having such authorities write for special issues certainly adds to the tremendous effect these numbers have on international understanding.

Monroe: How do you fellows feel about dealing with controversial subjects in the Magazine? Take the Arab-Israeli differences, or the question of birth control for exploding populations—do such subjects belong in our Magazine; and if they do, how should they be handled?

Lapenna: I think it would be useful to present such problems, especially to have authorities discuss them. We have, in Italy, as

in other countries, the problem of old age. Another great problem concerns the qualifications of professional people. These, I feel, are the kind of subjects in the area of controversy that could be treated.

Duminy: I wonder what my colleagues think of the dangers we get into when we enter politics. Sociological questions would not be any great danger, but when it comes to politics, I believe we run a risk of getting Rotary tied up in shades of political opinion. Is it possible to keep Rotary out of it, and at the same time present a discussion in the Magazine on the question, for example, of admitting Red China to the United Nations?

Guevara: I am in favor of the inclusion of that theme in the Magazine. I believe it is one of the most important issues of our time. We have to discuss the matter. We cannot ignore it. The situation must be solved in one way or another, but people must be informed. [Continued on page 52]



Peeps at Things to Come

By Roger W. Truesdail, Ph.D.

■ **Slicing Control Knife.** A new concept in a slicing and carving knife has a built-in slicing guide which adjusts to the desired thickness. It slices, carves, shreds, and chops meat, cheese, bread, fruit, vegetables, and potatoes from one-sixteenth to one-half inch thick. The Swiss stainless-steel knife blade has a serrated edge which needs no sharpening. (1)

■ **Automatic Potato Peeler.** Potatoes or other vegetables are washed and peeled in a new water-faucet-operated automatic peeler for kitchen-sink use. Only the thinnest layer of skin is removed and the finely pulverized peels run down the drain. (2)

■ **Plastic Croquet Set.** The first polyethylene croquet set designed for professional play has balanced bright-colored balls which roll true and straight, and light and easy-to-handle mallets. They resist splintering or cracking under hard blows of young and vigorous players. Rain and dew will not harm the plastic. The set can be washed without harm to the colors and lustrous finish. (3)

■ **Automatic Downspout Control.** A downspout antidamage device consists of a four-foot-long vinyl-coated tube that stays coiled at the bottom of the spout, inconspicuous and out-of-the-way until rain strikes. When it rains, the tube unrolls automatically, carrying water away from the house. After the rain it recoils automatically. Stainless-steel springs inside the unit which uncoil and recoil make possible its action. (4)

■ **Coffee Mill.** Fresh coffee beans are quickly pulverized into powder for making Continental *espresso* coffee or coarse grind for regular coffee in an economical but sturdy electric mill. It has a metal body with baked enamel finish and clear plastic top, and operates on 110-volt alternating current. It also grinds nuts for cakes and sundaes. (5)

■ **Paintbrush Dip.** Designed to eliminate the need of cleaning paintbrushes, a gelled liquid chemically lubricates fresh paint to prevent it from drying on brushes. One dip of a wet brush into a can of the preparation keeps paint from hardening on the bristles and preserves the natural softness of the brush between uses. Weeks or months later, the material can be brushed out on a piece of newspaper, leaving the bristles clean

and ready for use. It can be used with varnishes, lacquers, and shellacs, as well as with enamels and paints. It is completely safe to use near children and keep in the house. It can be used over and over because it neither discolors nor evaporates. It is nonflammable, has no dangerous vapors, and is completely safe to the skin. In fact, it has a softening effect on skin tissue like that of cold cream, and is recommended for removing paint from skin and hair. (6)

■ **Rechargeable Flashlight Battery.** A leak-proof sintered-plate, nickel-cadmium flashlight-battery cartridge will give approximately three hours of light on a 16-hour charge. The cap of the cartridge is unscrewed and the prongs inserted in any 110-volt AC outlet. An overnight charging is sufficient for most purposes, but longer recharging does not harm it.



To Roger W. Truesdail (right) goes the Western Chapter of the American Institute of Chemists 1960 Honor Scroll Award "in recognition of his unusually intense interest and influence in promoting truly professional attitudes and constructive actions in the profession of chemistry." Past Institute of Chemists president Dr. Harry L. Fisher here makes the presentation to Peeps conductor Truesdail.

Ten recharges use less than a penny's worth of electricity. It fits in most flashlights in common use, or any other devices which use two "D"-size cells end to end. (7)

■ **Closet Dehumidifier.** A scientifically designed electric dehumidifier protects clothing, shoes, and luggage from dampness, mold, and musty odors, and ends rust. The dehumidifying element is enclosed in a 36-by-three-quarter-inch polished aluminum tube covered with a white plastic netting for complete safety.

Placed on a closet floor centered against the back baseboard, it creates and circulates dry, damp-free air throughout the closet area at a reported electricity cost of about a penny a day. (8)

■ **Thermometer Jewelry.** Scientifically inclined individuals may be interested in matching thermometer tie clasp and cuff links. The circular dial-type instruments with nonbreakable crystals are calibrated from minus 20 degrees to plus 120 degrees Fahrenheit and are sensitive to within one degree. Easily read, this unique silver-plated or gold-plated jewelry is both handsome and functional. Such formal friends! (9)

PEEP-ettes

—Patented friction door brakes which are designed to fit on existing hinges hold a door in any desired position and retard slamming. These can prevent injuries to persons walking into a partly opened door at night. (10)

—A specially treated cloth cover slipped on a steam iron replaces the usual pressing cloth and takes away the shine from slacks, skirts, pocket flaps, seams, seats, etc. (11)

—A four-ply fiber disposable silicone-treated cleaning cloth shines windows, pictures, mirrors, clocks, and other glass articles without using liquid or wax cleaners. It removes dirt and finger marks, leaving a lint-free sheen. When dirty, the outer sheet is discarded and the remaining ones used. (12)

—A new chrome-plated coil-spring device is easily secured without screws to the edge of a shelf, desk, bench, or car dash, and serves to hold telephone messages, calling cards, job tickets, bills, road maps, and other pertinent records without spindle puncture. (13)

—A turntable level can check the "level condition" of any phonograph with the turntable at rest or in motion. An unlevel turntable may cause improper reproduction with regular long-playing records or cripple stereo recordings by angular stylus pressure. (14)

—Latest aid for the gardener-in-a-hurry is a nylon-resin hose coupling designed to provide a leakproof connection that permits him to connect hoses, sprinklers, or nozzles with a push and disconnect them with a half turn. (15)

For Further Information, Write:

- (1) Magna Wonder Knife Inc., 350 Fifth Ave., New York 1, N. Y. (2) Cook Enterprises, 54 Holland St., Asheville, N. C. (3) Tigrrett Industries, P. O. Box 1251, Jackson, Tenn. (4) H. D. Campbell Co., Rochelle, Ill. (5) Hoffritz for Cutlery, 49 E. 34th St., New York 16, N. Y. (6) Winfield Brooks Co., Inc., Conn at Fowle St., Woburn, Mass. (7) Sonotone Corporation, Elmsford, N. Y. (8) Dampf-Chaser, Inc., P. O. Box 1641, Hendersonville, N. C. (9) Zinn Originals, 321A Greenwich St., New York 13, N. Y. (10) Magnolia Machine Works, 618-620 Magnolia Ave., Elizabeth 4, N. J. (11) Damar's, 773 Damar Bldg., Elizabeth, N. J. (12) R. H. Fisher & Co., 112 Atlantic Ave. W., Virginia Beach, Va. (13) Patent Products, Inc., 225 W. Maple St., Milwaukee 4, Wis. (14) Ridgewood Sales Co., 64-15 Palmetto St., Ridgewood 27, L. I., N. Y. (15) Franklin Metal & Rubber Co., Jacksonville Rd., Hatboro, Pa.

Speaking of Books



Richly descriptive, these spark memories and bring to life the last half century.

By JOHN T. FREDERICK

WHAT was it like in 1911? That's the question that the 50th anniversary of the founding of *THE ROTARIAN* brings first to my mind. What were people thinking about? What were the fashions, in dress and in ideas; what were the prevailing methods in business, in farming, in journalism? For some Rotarians like myself, some of these questions can be answered out of memory. In 1910 and 1911 I was a freshman at the State University of Iowa, drilling as a private in the rear ranks of the student cadet corps, wearing a gray uniform, with a high stiff collar that scratched my neck, and white gloves—and believing as did almost all my classmates that this was a sheer waste of time because never again would the United States be at war.

I had stayed out of school the year before, working on the home farm; and I had saved \$250. With this and the aid of a tuition scholarship, and by washing dishes at Iowa City's "Merchants Cafe" and scrubbing floors at the YMCA, I was able to get through the year without further money from home. Like students of today, I was studying, meeting teachers who were to influence my life and making friends I was to keep for life, having in general a good and exciting time; but all this was in a world strikingly different in many ways from that of 1961.

For very many Rotarians, of course, 1911 is beyond the grasp of memory. For these—and for us older ones as well, who may find as I do that our recollections are pretty spotty and incomplete—one of the most enjoyable and rewarding reading experiences I can suggest may be found in the several fine books of recent years devoted to telling "what it was like in 1911" and in the years just before and after. You can find these books or some of them in your public library, almost certainly,

if you're not lucky enough to own them yourself.

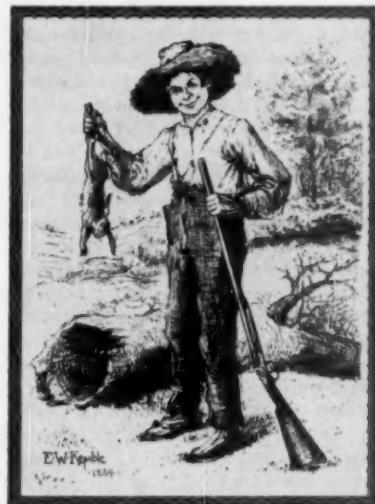
Probably best and richest of all is Mark Sullivan's great history of *Our Times: The United States, 1900-1925*. Volume four (of five) deals specifically with the period from 1909 to 1914. Here are chapters on Henry Ford and on Andrew Carnegie, on "Dances of the Day" and "New Words," and much of course about Taft and "Teddy": all of this written with such humor and insight, such vital detail and lively language, that a real recapturing of the time is achieved and the reader is continuously delighted. A more concise treatment of the same period may be found in *Twentieth Century America*, by Foster Rhea Dulles, especially in the section on "The Progressive Era." Foster Rhea Dulles is a historian I have long admired. Here is again richness of significant detail, firm organization and colorful writing, sound historical perspective.

All these fine qualities mark yet another book which you are likely to find on your public library's shelves: Walter Lord's *The Good Years*, a history of the United States from 1900 to the First World War. Here too are sharply etched personalities of Theodore Roosevelt and William Howard Taft, of William Jennings Bryan and Woodrow Wilson, and the rich sense of the texture and quality of life and thinking which make recapture of the past not only possible but enjoyable and rewarding. For the person especially interested in the writers and literature of the period, the most valuable of all these books is *Postscript to Yesterday*, by Lloyd Morris: a work marked by exceptional insight, beautifully written, full of illuminating comment and enlivening detail.

Not a few of the new books can take us back to the time of the founding of *THE ROTARIAN*, too, pleasantly and re-

wardingly. In 1911 Woodrow Wilson recently had been elected Governor of New Jersey. *Woodrow Wilson at Princeton*, by Hardin Craig, is a book which holds exceptional interest for me on two grounds. Hardin Craig was my chief for a decade, as head of the English department at the State University of Iowa in the 1920s; a great teacher and a great scholar, he became for me as well a personal friend for whom my respect and affection have lasted through the years. Further, in his accounts of Wilson's success in reforming the ways of teaching and learning at Princeton in his years there as president (1902-10), and in his failure to reform the social stratification of the student body, Craig is writing about problems still very much alive in the educational world.

Wilson's primary interest was in the



A proud Huck Finn appears on the dust jacket of Mark Twain and Huck Finn, by Walter Blair. The book is of "major importance," says Frederick.

relation between college education and public leadership. That is still a first concern of those of us who serve as teachers and administrators: how can we recognize among our students those who are capable of becoming leaders in their fields? How can we help them to achieve and fulfill that destiny? Craig's book is based on most thorough study and analysis, sharpened by personal observation (he was an instructor at Princeton under Wilson), and is in every way an admirable piece of writing. It is a contribution of high value both to the biography of a man who was shortly to play a major part in world affairs and to history of American education in a phase still vitally important.

In 1911 Thornton W. Burgess was already well started, with the publication in that year of the second of his

Mother West Wind books, on a career as a teacher in a widely different field and way: not in the classroom, but through his writing. I am sure that the memory of many Rotarians must go back, as mine does, to reading aloud of some of Burgess' books to eager young listeners. The memory of many more must include their absorbed delight in reading these books for themselves. *Now I Remember*, by Thornton W. Burgess, is an autobiography which celebrates the 50th anniversary of the publication of Burgess' first important book, *Old Mother West Wind*, in the Fall of 1910: a book which is still in print and widely read, as are precious few of that vintage.

Mr. Burgess played an important part in conservation efforts, at a time when much of American wild life seemed doomed to extinction. But his chief influence surely, through his thousands of warm and exciting stories about animals and Nature, was a direct effect on the minds and attitudes of millions of young readers. *Now I Remember* is a delightful book: candid, unpretentious, marked by generous appreciation of other human beings and by an ardent faith in man and in God. I think you will enjoy it; I did, from cover to cover.

By 1911 Calvin Coolidge was already well started—in the Massachusetts Legislature—on the road that was to bring him by unpredictable ways to the White House. Another new book that I've enjoyed straight through and recommend heartily is *Meet Calvin Coolidge*, edited by Edward Connery Lathem. Was Coolidge's character really a puzzle, or was it merely puzzling to many observers because Coolidge's aims and values were so different from their own? In this remarkably well-chosen collection of essays and comments, more than 30 of his contemporaries try to answer that question. I don't think they solve the riddle, but their attempts to do so make uncommonly good reading. The dates of the items range from early in Coolidge's career to after his death, and the writers, from H. L. Mencken to Herbert Hoover, and from Bernard Baruch to Will Rogers. Mark Sullivan is represented, and Kenneth Roberts, Walter Lippmann, Clarence Day. Perhaps most appealing, if not most enlightening, are the reminiscences of Grace Coolidge. Altogether this is a collection which justifies itself resoundingly in reading interest and pleasure.

Last Summer my wife and I visited the White House—along with innumerable other Americans. If we had made the visit 50 years before, we could have seen the last of the White House cows—that of the Tafts—grazing on the lawn: a fact which perhaps marks as well as any the change in American life in 50

years. It is gleaned from *In and Out of the White House, from Washington to the Eisenhowers*, by Ona Griffin Jeffries: a book rich in such facts, and accurately described as "an intimate glimpse into the social and domestic aspects of the Presidential life." It is a book full of pictures, anecdotes, reveal-

collection of *Mark Twain—Howells Letters*, most admirably edited by Henry Nash Smith and William M. Gibson. Mark Twain and William Dean Howells were close friends for 40 years. They loved each other, played jokes on each other, corresponded constantly in letters frequently brilliant, often outrageous, always delightful. In this wonderful edition one can read the letters of both men in order as they were written and replied to, with the help of all needed aids to understanding. I seriously doubt that there is any other collection of letters in the whole world of literature which offers so much reading pleasure and so much increased appreciation of two great writers as does this.

The Art, Humor, and Humanity of Mark Twain, edited by Minnie M. Brashear and Robert M. Rodney, is a handsome big volume of selections from Mark Twain's writings, skillfully chosen to make up an autobiographical record. It is needless to say that it is full of the best of reading. Of the recent critical works, *Mark Twain and Huck Finn*, by Walter Blair, is a book of major importance. In its detailed study of the genesis and writing of one of America's greatest books there is much not only for the scholar but also for the general reader.

In all THE ROTARIAN'S 50 years, its pages have been marked increasingly by specific reports of the community activities and constructive projects of individual Rotary Clubs. In any dynamic and worth-while effort there are always new horizons. I recommend to the attention of Rotarians everywhere, two new books which may suggest some of those horizons and ways of reaching them. *Handbook of Community Service Projects*, by Audrey R. and Harleigh B. Trecker, is a thick, well-organized, clear, and sensible account of more than 850 successful club programs for community improvement, in the widest variety. *This Land of Ours*, by Alice Harvey Hubbard, is a survey of existing successful community projects conducted by citizens, with an emphasis on conservation of Nature and natural resources that will have special appeal for many Rotarians.

* * *

Books reviewed, publishers, and prices:
Woodrow Wilson at Princeton, Hardin Craig (University of Oklahoma Press, Norman, Okla.) \$3.75.—*Now I Remember*, Thornton W. Burgess (Little, Brown, \$5).—*Meet Calvin Coolidge*, edited by Edward Connery Lathem (Stephen Greene Press, Brattleboro, Vt.) \$4.50.—*In and Out of the White House*, Ona Griffith Jeffries (Wilfred Funk \$8.50).—*Mark Twain—Howells Letters*, edited by Henry Nash Smith and William M. Gibson (Harvard, 2 vols., \$20).—*The Art, Humor, and Humanity of Mark Twain*, edited by Minnie S. Brashear and Robert M. Rodney (University of Oklahoma Press, Norman, Okla., \$5.95).—*Mark Twain and Huck Finn*, Walter Blair (University of California Press, Berkeley 4, Calif.).—*Handbook of Community Service Projects*, Audrey R. and Harleigh B. Trecker (Association Press, \$6.50).—*This Land of Ours*, Alice Harvey Hubbard (Macmillan, \$4.95).

Rotarian Authors

My Affair with a Weekly (John F. Blair, \$2.75), by Weimar Jones, of Franklin, N. C. A newspaper editor relates his journalistic experiences.

Mustard Plasters and Printer's Ink (Exposition Press Inc., 386 Park Ave. S., New York 16, N. Y., \$3.50), by Allen H. Moore, M.D., of Doylestown, Pa. A "kaleidoscope of a country doctor's observations about people, places, and things."

Tragedy at Honda (Chilton Company, 56th and Chestnut Sts., Philadelphia 39, Pa., \$4.95), by Charles A. Lockwood, of Los Gatos, Calif., and Hans Christian Adamson, of San Francisco, Calif. A description of the U.S.A.'s "most serious naval disaster prior to Pearl Harbor."

Not the Sword (Greenwich Book Publishers, 489 Fifth Ave., New York 17, N. Y., \$3.75), by Juan B. Hernandez, of San Pablo, Philippines. A story of the people of the Philippines during the Japanese occupation in World War II.

Ben Snipes: Northwest Cattle King (Roscoe Sheller, 519 Park Drive, Sunnyside, Wash., \$3.50), by Roscoe Sheller, of Sunnyside, Calif. A description of the life and career of "the greatest of all Northwest cattlemen during half a century of open-range empires."

View from the Ninth Decade (Thomas Nelson & Sons, \$3.50), by J. C. Penney, of New York, N. Y. An autobiography by a famous merchant.

Digging Up America (Hill and Wang, Inc., 104 Fifth Ave., New York 11, N. Y., \$5), by Frank C. Hibben, of Albuquerque, N. Mex. How the evidence of North America's prehistory was pieced together.

From Raft to Raft (Doubleday & Co., \$4.50), by Bengt Danielson, of Papeete, French Polynesia. From Tahiti to Chile and back by raft.

Championship Selling (Prentice-Hall, Inc., Englewood Cliffs, N. J., \$4.95), by Hugh S. Bell, of Kirkland-Bellevue, Wash. Tips on selling.

ing small details. Especially adequate on the Theodore Roosevelt, Taft, and Wilson Administrations, it is lively and enlightening reading for the period I've been suggesting.

Mark Twain died in 1910. I remember going out into the garden alone, after I had read the news in the old Chicago *Inter-Ocean*, to think about it. I felt as though I had lost a personal friend. In 1911 Mark Twain was being spoken of in American homes, and his books were being read, even more than in the years before. The 50th anniversary of his death has brought a group of important new books, some of which I can only mention briefly here.

At once the most enjoyable and most valuable of these is the two-volume

On Being Polite in Japanese

Second in a series of
'Little Lessons in Japanese.'

AS THE ATTENTION of more and more Rotarians turns toward the Orient in anticipation of the 1961 Convention of Rotary International in Tokyo, Japan, May 28-June 1, THE ROTARIAN presents the second installment in a series of "Little Lessons in Japanese."

Samuel E. Martin, associate professor of Far Eastern linguistics at Yale University, New Haven, Connecticut, introduced the series in THE ROTARIAN for December, and presented the first lesson. Like the lesson below and the ones to follow in succeeding issues, it was drawn from his handbook, *Easy Japanese*, used with the permission of the publisher, the Charles E. Tuttle Company of Rutland, Vermont, and Tokyo, Japan. Drawings used to illustrate the series are from *We Japanese*, a comprehensive guidebook issued by the Fujiya Hotel under the direction of its manager, Kenkichi Yamaguchi, a member of the Rotary Club of Odawara, Japan.

Happy learning!

Lesson 2

Excuse Me, Thank You, and Please

PHRASES

Excuse me (or Thank you).	Sumimasen (or Dōmo sumimasen or Dōmo).
Not at all.	Iie (or Dō itashimash'te).

In these lessons, the Japanese is presented in a modified version of the Hepburn romanization.

Consonants are pronounced about as they are in English. "G" is always pronounced hard, as in "garland." (But in the middle of a word, it is often pronounced through the nose, as in "singer.")

Vowels are pronounced about as they are in Italian:

a	as in	father
e	as in	met
i	as in	marine
o	as in	solo
u	as in	lulu

These vowels are shorter than English vowels; the long vowels (marked ā, ī, ū, ī, and ei or ē) are a little longer and tenser than the English sounds like them.

Silent vowels. When an "i" or a "u" is to be slurred in speaking, an apostrophe will replace it.

Syllables are very short, only two or three roman characters. When two consonants occur together, the first forms a syllable by itself.

Accent as we know it is almost missing in the Japanese language. For the purposes of these lessons, try to stress all syllables the same.

Excuse me.

I've been rude.

A little bit.

Excuse me a moment.

Please wait a minute.

Please.

Please come again.

Thank you.

Hello—anybody home?

CONVERSATION PRACTICE

A: Sumimasen. B: Iie.

A: Sumimasen. Dōmo. B: Iie. Dō itashimash'te.

A: Arigato. Dōmo arigato. B: Iie, iie.

A: Chotto shitsurei. B: Hai, dōzo. A: Sumimasen. B: Iie.

A: Gomen kudasai! B: Hai. Konnichi wa. A: Konnichi wa. Mister Brown? B: Hai, dōzo. A: Shitsurei, shitsurei. B: Dōzo, dōzo. . . . A: Dōmo sumimasen. B: Iie, shitsurei. Gomen nasai. A: Dōmo. Sayonara. B: Sayonara. Mata dōzo.

A: Moshi moshi. B: Moshi moshi. A: Ano ne. B: Hai. A: Nikkatsu Hotel? B: Iie. A: Sumimasen. Dōmo. Gomen nasai. B: Iie. Dō itashimash'te. Sayonara. A: Sayonara.

A: Moshi moshi. B: Moshi moshi. A: Ano ne. B: Hai. A: Nikkatsu Hotel? B: Hai. A: Sumimasen. Mister Clark? B: Hai, hai. Chotto matte. Chotto shitsurei. Dōzo. C: Moshi moshi. A: Moshi moshi. Mister Clark? C: Hai. A: Gomen nasai. Ano ne. . . . A: Arigato gozaimas'. C: Do itashimash'te. Shitsurei shishimash'ta. A: Iie. Dōmo sumimasen. Sayonara. C: Sayonara. Oyasumi Nasai.

TRANSLATION

A: Excuse me (or Thank you). B: Not at all.

A: Excuse me. Terribly sorry (or Thank you. Ever so much). B: Not at all. Think nothing of it.

A: Thank you. Thanks a lot. B: That's all right, think nothing of it.

A: Excuse me a minute. B: Surely, go right ahead. A: I'm sorry. B: Not at all.

A: Excuse me—anybody home? B: Yes ("Coming—"). Good afternoon. A: Good afternoon. (Are you) Mr. Brown? B: Yes. Please (come in). A: Excuse me (for intruding). B: Please, please (come right

in). . . . A: Thank you ever so much. B: Not at all, I've been rude. Excuse me. A: Thanks. Good-by. B: Good-by. Please come again.

A: Hello. B: Hello. A: Uh. . . . B: Yes? A: (Is this the) Nikkatsu Hotel? B: No. A: Sorry. Ever so sorry. Excuse me. B: Not at all. Think nothing of it. Good-by. A: Good-by.

A: Hello. B: Hello. A: Uh. . . . B: Yes? A: (Is this the) Nikkatsu Hotel? B: No. A: Sorry. Ever so sorry. Excuse me. B: Not at all. Think nothing of it. Good-by. A: Good-by.

A: Hello. B: Hello. A: Uh. . . . B: Yes? A: (Is this the) Nikkatsu Hotel? B: Yes. A: Excuse me. (Is) Mister Clark (there)? B: Yes, sir. Wait just a minute. Excuse me a minute. Please (go ahead now). C: Hello. A: Hello. (Are you) Mister Clark? C: Yes. A: Excuse me. Uh. . . . A: Thank you. C: Not at all.



I've been rude. A: Not at all. Thank you (or excuse me) ever so much. Good-by. C: Good-by. Good night.

TIPS

The Japanese spend much of their time excusing themselves and thanking you. Perhaps this may strike you as a little silly at first, but if you play the game you will find it makes everybody feel very good. When Americans say, "Thank you," or, "Excuse me," it is one time at most—Japanese say them at least once in every conversation, and usually two or three times. There are a great many different ways to say these things in Japanese; some are restricted to special situations. Whenever you feel something should be said, but don't know quite what to say, try either *Sumimasen* or *Dōmo*—they cover everything. And be prepared to come back with *Iie* or *Dō itashimash'te* (or both) whenever someone says something nice to you. You will notice the Japanese do a lot of bowing from the waist. They don't expect you to be quite so formal, but a humble bob of the head every now and then will show that your "excuse me" or "thank you" is more than an empty phrase.

The Clubs...in Action

News from Rotary's 10,778

Clubs in 120 lands



Club President Jay Campbell and William Norman (right) call on new member Harold Hultz in his sugar-beet field.

THE SAME FURROW

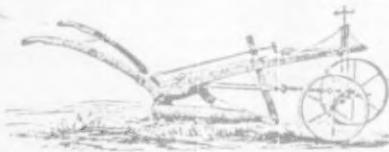
As electric lines and paved roads, power machinery and television have moved into the rural counties of the United States, the old contrasts between farm and city life have faded like the parlor drapes. Farmer and city dweller, who long have nourished each other economically, now find themselves united in solving common problems, in recreation, government, marketing, and education, and in many other areas of life.

Though Rotarians of Caldwell, a rural town in Idaho's Canyon County, were aware of this changing relationship, it took some digging on the part of the Club's newly appointed Rural-Urban Committee to uncover just how interdependent the farmer and city dwellers are today. The assembled facts were challenging. The discovery that their own Club's

membership stopped at the city limits was startling. Other Caldwell service clubs were woefully lacking in rural representation, Committee members reported, and farm organizations were short on urban representation on their policy-making boards. Canyon County's rural-urban relations, they decided, needed an overhaul.

Within a few weeks two progressive farm owner-operators were invited to Rotary Club membership, taking the classifications "row cropping" and "hop raising" (see photo). One of the new men was promptly drafted for work on the Club's Rural-Urban Committee. The Club's recent Farmer Guest Day took on new enthusiasm, and enjoyed its largest attendance to date. Rural guests spent the morning with Club members, visiting their places of business and talking with the firms' employees.

Rotary's efforts sowed the seed for a bumper crop of rural-urban projects in Caldwell. Other service clubs increased their rural representation. The local paper contributed timely editorials and articles. City dwellers now attend farm-organization dinners, socials, and meetings in increasing numbers. Farm-city bus tours, safety programs, and youth activities are on tap, and later this year all civic groups will team up on "Rural-Urban Week." Through discussions, luncheons, meetings, window displays, and other special events, the Week will serve to underscore afresh the fact that, in today's way of life, rural and urban folk plow the same furrow.



COMBAT QUACKERY

"Mr. and Mrs. Cruz were happy at the coming of their first-born child. But, alas, superstition turned their happiness into tragedy. The local quack midwife insisted that the baby's umbilical cord be cut with the sharpened edge of a bamboo stick instead of sterilized scissors, lest a spirit make the baby suffer pain during the next five days when the cord would begin to separate from the body. The baby, it is true, didn't suffer within five days, nor for a week. On the tenth day, however, the child refused to eat. Its jaws were locked together. Two days later, it succumbed to tetanus infection. . . . In the case cited, the tetanus germs entered the umbilical stump



Pretty airline hostess Janine Bonal is bound for the South Seas with a banner to replace one which the Rotary Club of Papeete, Tahiti, French Polynesia, lost in a fire. The banner is a gift from the Wilshire Rotary Club of Los Angeles, Calif., here represented by International Service Chairman Wayne Burnette and President Emmett Corbin (right).

that had been cut with an unsterile bamboo stick. Many lives of infants will be saved from this dreadful disease if their umbilical cords are treated with sterile instruments and dressings by doctors, nurses, or trained midwives." Through such parables the Rotary Club of Dagupan, Philippines, is fighting

medical quackery and superstition in Pangasinan. A recent report disclosed that quacks outnumber trained physicians 692 to 277 in this Province of one million people. The case histories are collected and printed in a small paperback book titled *Philippine Medical Superstitions Told in Parables*, which was written by the Club President, Dr. Rodolfo V. Guiang.

FLORIDA WELCOME

As migrating humans flee from Winter winds in the Northern regions of the United States this month, the ranks of the "Star Boarders Club" of the Rotary Club of Clearwater, Fla., begin to swell. Its members are Rotarians who have visited the Club three or more years. Once a year they take over a weekly meeting, staging a program in appreciation of Clearwater Rotarians' hospitality, which is always as warm as the climate the visitors seek.

KNUCKS DOWN

With the 25th annual marble tournament only a few months away, boys in Escondido, Calif., are already drawing a bead on the medals and other accolades awaiting the sharpest shooters. Local Rotarians, in coöperation with recreation and school officials, sponsor the contest for boys in grades four through eight in the local school district. Last year students from 16 schools competed. Club members select the site, buy the medals, grind out publicity, and serve as judges. One of their toughest decisions came in a recent contest in which a girl signed up for the tournament. The boys sputtered in indignation, but the suffragette of the marble ring stood her ground, quoting rules which plainly said, "Any student. . ." She can play, said the judges. She won in



U. S. President Dwight D. Eisenhower, who addressed a joint meeting of the Rotary Clubs of Chula Vista, Calif., and Tijuana, Mexico, in which mayors of 30 Latin-American cities were honored, chats with Chula Vista President C. Breuer Casey (left), his host at the outdoor gathering. . . . (Right) On the other side of the nation, in Staunton, Va., President Eisenhower visits the birthplace of Woodrow Wilson, 28th President of the U.S.A., and is greeted by the Mayor of Staunton, Rotarian Thomas Hassett (right).



her school. The young males were saved from utter humiliation, however, when she bowed in the finals. Escondido Rotarians have prepared a brief tape-and-slide program about their tournament, and will lend it to any Rotary Club considering a similar youth project. Write to Rotarian J. B. Dixon, 2266 Cranston Drive, Escondido, Calif., U.S.A.

THE FOUR-WAY TEST

The Four-Way Test rolls on, providing, as one senior student wrote in an essay contest sponsored by the Rotary Club of Canonsburg-Houston, Pa., "a ticket to the country of Moral Conduct." Her essay was one of many written by students during "Four-Way Test Week." Prizes of \$5 and \$3 were awarded

to first- and second-place winners, respectively, in senior and junior high divisions. The winning essays were read at a recent Rotary Club meeting. . . . An art-poster contest highlighted the introduction of The Four-Way Test in local junior and senior high schools by the Rotary Club of Sunbury, Pa. Winners in two age brackets were awarded cash prizes by the Club, were special guests at a meeting, and saw their winning posters displayed in local bank lobbies. . . . In Sullivan, Mo., local Rotarians enjoyed one of their finest Club programs when four local students told about the impact of The Four-Way Test among their fellow classmates. Earlier the Club had introduced the Test to the local high school, and prizes were awarded for student essays

Seven Indians on the Peace Path

A FEW WEEKS ago seven young businessmen of India returned from a three-and-one-half-month tour of Australia and New Zealand, bringing home a knowledge of the land down under which, under normal circumstances, could only be gained through years of residence abroad. They were beneficiaries of the ROTA program—Rotary Overseas Travel Award—a scheme launched by New Zealand Rotarians six years ago as their contribution to international understanding.

ROTA's keel is hewn from the tested theory that acquaintance breeds understanding. Its superstructure is simple: young men chosen on the basis of common sense, character, and promise of leadership are given a chance to enlarge their horizons through visits in other countries. Abroad, they tell their hosts about their homeland. At home, they tell fellow citizens about their experiences and observations.



Bound for New Zealand and Australia on a 15-week ROTA tour, seven young Indian businessmen board an airplane in Madras.

The first ROTA group left New Zealand for Great Britain in 1955, a visit which made it apparent to all that the ROTA idea works. Later, groups visited the United States, Canada, and India. The most recent ROTA group—six young men ranging in age from 20 to 28—was led by Hyderabad Rotarian Jamshid Dinsha Italia. They visited 50 different towns and cities in New Zealand and Australia, living in Rotary homes, speaking before Rotary and other gatherings, talking with lord mayors, housewives, miners, businessmen, and school children. When they left, their hosts arranged a memorable farewell party in their honor. Four hundred people attended.

New Zealand Rotarians support their ROTA program through a donation of one pound per member annually—money which they believe wisely invested. "ROTA builds bridges of friendship," states Rotarian Italia, "which a million hydrogen bombs cannot destroy."

Aziz Alladin, of Secunderabad, addresses a rural-urban Rotary meeting in Tokoroa, New Zealand. ROTA winners visited 50 towns. Now home, they give frequent talks.

on the subject of The Four-Way Test. . . . Thirty-one students from 23 different countries made the evening truly international in their recent dinner meeting with members and wives of the Rotary Club of Bombay Suburban (West), India. The Club presented copies of The Four-Way Test and *Ten Marks of a Good Citizen* to each guest.

PEN-PAL BOOSTERS

Clearwater, Fla., has its own "diplomatic corps"—a band of grade-school youngsters who are gaining new friends in lands abroad through a pen-pal project sponsored by the local Rotary Club. To launch each youth the Club sends his letter to the President of the Rotary Club in the town selected by the student. A covering letter explains the project and requests the President to pass the student's letter along to a youth in the community. Clearwater Rotarians provide stationery and stamps for the project. As an added incentive, they offer \$25 saving bonds as prizes to students writing the most letters, receiving the most replies, and in several other categories. "I call these students 'Clearwater's State Department,'" says Rotarian Frank Tack, originator of the scheme and recent winner of the "outstanding citizen" award given by the local Kiwanis Club. "The students do a wonderful job in promoting international understanding."

TO THE FIRE—IN STYLE

An automobile contributed to William Brown's paralysis; an automobile has put him on the road to recovery. The Rotary Club of West Orange, N. J., seeking funds to pay for treatment of the young man paralyzed in an automobile accident, raised \$5,000 through the sale of an automobile. Fifty local firemen made donations to the cause, one of whom now has the shiny new vehicle parked by the curb in front of his home. The net proceeds were turned over to William Brown's parents. Earlier in the year the Club raised more than \$2,700 for various service projects through its annual card party.

NORTHERN LIGHT

"I have been back in Norway for half a year," read the opening sentence of a letter addressed to the Rotary Club of Ballston Spa, N. Y., from Olga Overberg, a high-school student who spent a year in Ballston Spa under the auspices of the American Field Service, "but I have not forgotten the wonderful experience it was for me to stay in your city, and I never will. As a matter of fact, I get more and more aware of the immense value of my year there. Now, having the experience at a distance, I notice how this has affected my attitudes and my whole way of thinking concerning not only the United States, but also peoples and races all over the world. The youth of today believe very often that they are free from prejudice, but the fact is that most of them unconsciously are very much prejudiced, and it takes something like my experience to get rid of it. What I wanted to express is my lasting gratitude to you for supporting the AFS." Ballston Spa



Thirty Rotarians of St. George's, Bermuda, watch proudly as Club President Joseph Harmon (right) delivers an ambulance purchased by them to Morley Nash, of the local hospital. Fully equipped, it carries four patients, attendant.



Economics of the free-enterprise system are graphically told in a series of charts which Rotarians of Hammond, Ind., gave to local high schools. The Club plans to buy study aids on other subjects. Shown here are 1959-60 Club President Guy Campbell, Jr. (left), and Norman Beyer.



Two busloads of American Field Service students unlimber in a rousing Virginia reel during their two-day visit to Coshocton, Ohio, where Rotarians gave them a warm welcome. Students visited homes and enjoyed a marshmallow roast.



Rotarians of Massapequa, N. Y., salute 50 years of service by their town's volunteer fire fighters as Club President Rubin R. Dobin presents a plaque to Fire Chief Robert Hund (left) and George Beato. Crowd of 10,000 saw event.

Rotarians, more enthusiastic than ever about their International Service efforts, recently were hosts to 72 high-school exchange students visiting their community for three days. . . . Twenty-five students from ten countries helped the Rotary Club of Portage, Pa., carry out the theme of an annual inter-city meeting for Portage-area Rotary Clubs. The theme: "World Understanding." Many of the students wore national costumes, thus adding to the color and international atmosphere of the dinner meeting.

STUDENTS CITED

Names make news, and the names of ten students and one adult who won merit awards from the University District Rotary Club of Seattle, Wash., made news recently in that community. A veteran mountain climber who has led rescue teams for 25 years, a high-school youth who reads to the blind, and nine other teen-agers were cited by the Club. Each was given a certificate and a bronze medallion.

For the third straight year outstanding college freshmen science students have received research kits from the Rotary Club of São Paulo-Norte, Brazil.

Nine local high-school youths showing the greatest improvement in their studies, plus 31 others high on the ladder of academic achievement, were dinner guests of the Rotary Club of Bloomfield Hills, Mich., recently. The Club gave each student a thesaurus.

YOUTHFUL NOTES

Youth will be served—if Rotary Clubs have any say in the matter. And they do. Here is a worldwide sampling of Rotary's efforts for youth, behind each project a story of hard work, sacrifice, and imagination: Rotarians of Bellevue, Ky., annually sponsor a Thanksgiving party for 30 children from local orphanages. Turkey and trimmings, toys and gifts make it a wonderful day for all. . . . An \$850 gift from the Park Cities Rotary Club of Dallas, Tex., will help establish advanced degree courses in pedodontics at the Children's Medical Center. . . . Rotarians of St. Thomas, Virgin Islands, gave \$1,000 to

purchase much-needed reference books for the local high school. . . . In Children's Day activities sponsored by the Rotary Club of Vizianagram, India, milk and sweets were distributed to 800 local children and to 300 children in the near-by village of Gantiyada. The Club also arranged free medical examinations for 500 children there. . . . Seattle, Wash., Rotarians continue to provide vocational information to local high-school students. Club members, who represent more than 400 occupations ranging from abstracting to yeast distribution, have helped hundreds of youngsters in career decisions, and have won the praise of school vocational counsellors for their work.

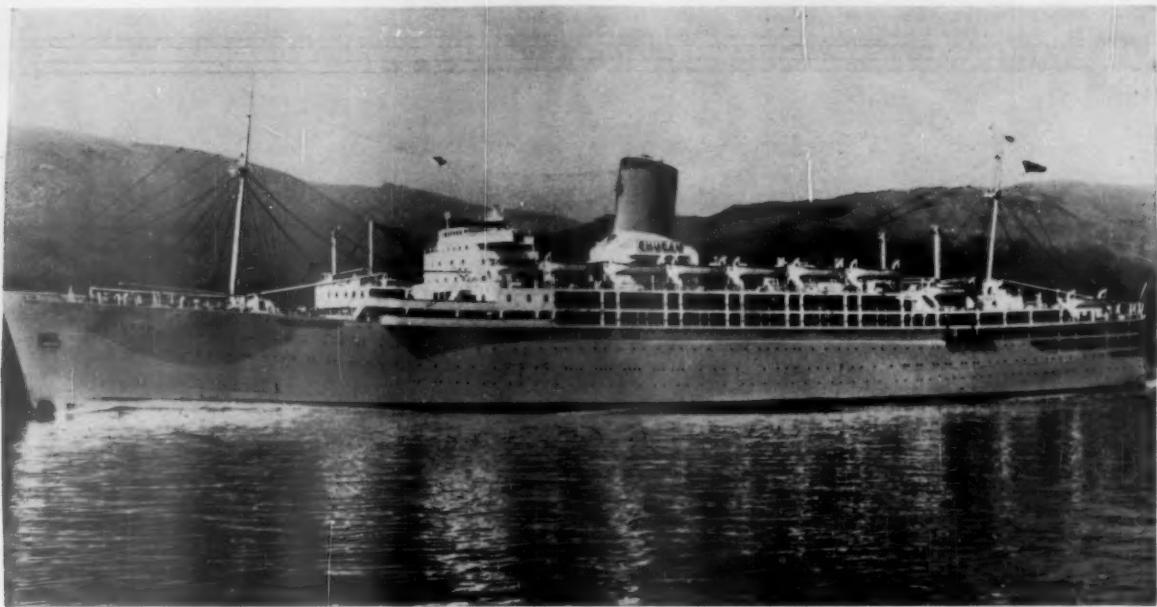
Among the long list of Rotary Clubs which sponsor exchange students every year is the Rotary Club of Northville, Mich. The members have sponsored one or two high-school students from Europe annually since 1953. . . . Students seeking advanced degrees at San Fernando Valley State College will be helped through a \$1,100 scholarship fund awarded by the Rotary Club of Encino, Calif.

WELCOME TO 17 NEW CLUBS

Since last month's listing of new Clubs in this department, Rotary has entered 17 more communities in many parts of the world. Bimonthly lists sent to your Club Secretary include the names and addresses of the President and Secretary of each new Club listed below. The new Clubs (with their sponsors in parentheses) are BRAZIL: Itumbiara (Tupaciguara); Aparecida (Cruzeiro); Jataizinho (Ibipora); Campo Maior (Teresina). CANADA: Barrhead, Alta. (Edmonton). FRANCE: Rennes-Nord (Rennes). INDIA: Poona North (Poona). JAPAN: Itoigawa (Naotoetsu); Kure East (Kure); Kuroiso (Utsunomiya); Hiroshima Southeast (Hiroshima); Sapporo West (Sapporo). UNION OF SOUTH AFRICA: Hennenman (Kroonstad). U.S.A.: South Windsor, Conn. (Manchester); Clarence, N. Y. (Buffalo); Moreno Valley, Calif. (San Jacinto); Maitland, Fla. (Winter Park).



A tiny light burns for each Club of District 611 represented at a recent One-Day Institute. District Governor Melvin Dunn (left), of Booneville, Ark., thanks Siloam Springs Rotarian Audrey Thomas, whose fellow Club member John Brown, Jr., constructed the board.



Special Rotary convention cruise to Japan—43 days from \$906!

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At night there are glittering parties, dances, concerts and movies. The service is impeccably British. Your meals are cooked by chefs trained in the great Continental traditions.

The company is good. This is a special cruise for Rotarians and their families. You'll meet dozens of old friends and make dozens of new friends on

your way to the Convention.

Cruise Itinerary

Here is the schedule for *Chusan's* special Rotary Convention cruise. Read it over. Then mail the coupon for free illustrated literature including deck plans, complete fare information, shore excursions and what you'll need in the way of documents.

Sailing from **Vancouver** May 2nd, from **San Francisco** May 6th, from **Los Angeles** May 7th.

Arrive **Honolulu** May 12th, sail May 13th. A full day for surfing at Waikiki,

a tour of the island and a Polynesian feast.

Arrive **Kobe** May 21st, sail May 24th. Three and a half days for exploring this beautiful part of Japan. You can explore Osaka, Kyoto and Nara.

Arrive **Yokohama** May 25th, sail June 1st. Your ship will be in port for the entire length of the Convention. Tokyo is just a half-hour's ride from here.

Arrive **Honolulu**, June 7th, sail that night for **Hilo** on the island of Hawaii where you can walk around in a volcano, roam through forests of ferns and pick your own orchids.

Return to Los Angeles June 13th, to San Francisco June 14th, to Vancouver June 17th.

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These Rotarians...

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FORECASTERS. Near the end of each year, Rotarians of Vermilion, Ohio, hold a "crystal ball" session to peer into the future. S. L. Appleman circulates a questionnaire requesting opinions on the course of the year to come—and tells members how well their forecasts of the previous year mirrored actual events. Last year, he reports, Club members collectively were correct on 9 of 11 questions asked. For 1961, members predicted the dollar will buy less; the cost of living will go up; commodity prices and business activity will be higher; Richard M. Nixon will be the U. S. President; a missile will carry a human into space; Vermilion will be incorporated as a city.

Tribute. A "Kendall Weisiger Memorial Fund" being established by the Rotary Club of Atlanta, Ga., each year will funnel \$4,000 to \$5,000 into the Georgia Rotary Students Fund—thus honoring and continuing the work of the late Atlanta Rotarian in sponsoring the study of overseas students in Georgia colleges (see *Georgia—Making a World of Friends*, THE ROTARIAN for October, 1959). From now on there will be one instead of two overseas students programs sponsored by Rotarians of Georgia. Atlanta Rotarians will contribute directly to the State-wide program; no more overseas students will be sponsored by the Atlanta Rotary Educational Foundation, which

was guided almost single-handed by Rotarian Weisiger, which from 1921 to 1945 loaned money to 1,520 students and from 1946 to 1960 sponsored the studies of 197 overseas students in Georgia, at a cost of \$195,000.

Vigorous Survivor. The 1918 influenza epidemic "threw a left hook" at the Rotary Club of Havre, Montana, which was chartered in that year—it wasn't possible to hold the first meeting until 1919. But the Club has done well since, and so has the sole surviving charter member, James G. Holland, who was recently honored with a tribute plaque by fellow Rotarians. Rotarian Holland isn't so old—he's just 75—and he still heads the savings and loan association which he founded, plus a mortuary, and is a director of a hospital, the Montana Automobile Association, and the Waterton-Glacier International Peace Park. Some men just don't slow down.

Poet at Arms. His election to the post of Sergeant at Arms of the Rotary Club of New Lynn, New Zealand, so affected J. Dennis Chicken that he burst into verse. The result: a contribution by every member to the Club's "Sunshine Box." Figuring that the extraction of donations might be less painful when accompanied by poetry, the new Sergeant at Arms read a long humorous poem naming and dun-



Sharing the spotlight on a nation-wide American Broadcasting Company TV show, *Newspaperboy King for a Day*, are the "king," Mike Watkins, and ex-newspaperboy Joseph A. Abey, President-Elect of Rotary International. Other ex-newsboys on the show included opera singer Lauritz Melchior, TV star Ernie Ford, actor Richard Boone, and many noted sports figures.

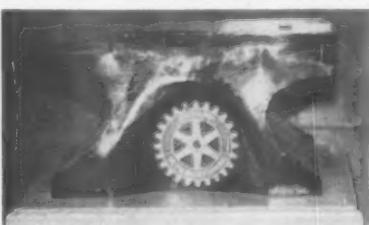
ning every member, and collected the contributions as he did so. A rousing financial success, the venture paid dividends in hilarity.

Helping Hands. When shoe retailer Roy H. Morrison, of Ithaca, Mich., held his going-out-of-business sale recently, the crowds were so great he had to lock the door three times during the morning. Then two fellow Rotarians came to his rescue. Robert Wetzel, clothing merchant who also sells footwear, sent his son Dave down to Morrison's to help fit shoes, and oil-products retailer Jasper W. Rhynard lent a top-notch salesman to act as cashier. It's a good example of "the kind of friendship Rotary begets," says Ithaca Club President C. Donald Barden.

Day for Seniors. There is plenty of Rotary experience represented in the Rotary Club of Robinson, Ill.:



Rotary "royal family" in Richton, Miss.: that of B. M. Stevens (center); all are Past Presidents of the Richton Club. Top: son-in-law D. O. Thoms, son W. Forrest; far left: son Ben M.; far right: son Henry M. Stevens. Other fathers and sons are shown on page 50.



It's a pun: a Rotary anvil in Annville, Pa., made by C. R. Eshleman of sheet metal, mounted on an oak base, hollow, with a slot for inserting Club fines.

HITACHI

HITACHI stands at both ends of the power line.* The massive spiral casings that hurl the roaring waters at the flying blades of the water-wheels... the wheels themselves and the thundering turbines they drive... the quiet-humming generators that feed raw power to the huge transformers before it starts its noiseless, lightning-fast trip to the end of the line...

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The President, Dr. A. L. Lowe, is 80 years old, and four other members of the 62-member Club are even older: Henry Hummel, Sam Faucett, the Reverend Fred M. Bailey, and Lynn B. Root. When the Club presented its President with a birthday cake upon his 80th anniversary, it also saluted its other octogenarians.

Torchmaker. Norbert Fluhler, a member of the Rotary Club of The Tarrytowns, N. Y., watched newsreels of opening ceremonies of the 1960 Olympics with special interest. Then he saw it: a modernistic torch with a gold-colored collar about the top, with the five Olympic rings on the collar. It was the torch the Tarrytowns Rotarian artist-craftman had made in 1957 for presentation to the Mayor of Rome as part of the U. S. People-to-People Program. Industrialist Charles E. Wilson, then director of the Program, had heard of the artistry of the Swiss-born jeweler and had commissioned the work.

Rotarian Honors. Recently elected to the upper house of the Madras Legislative Council was I. A. Chidambaram Pillai, charter President of the Rotary Club of Madras, India. . . . Joseph D. Ross, Jr., of Asheboro, N. C., a Past District Governor of Rotary International, has been elected national president

of Theta Chi Fraternity. . . . Philippine President Carlos P. Garcia has conferred the Presidential Award Medal upon Paul H. Wood, of Manila, for pioneering "the local production of motor trucks and farm tractors with the maximum utilization of locally manufactured components and materials." . . . Arthur B. Boazman, of Allapattah (Miami),

Ross



Boazman

Fla., is the new president of the Florida Association of Realtors. . . .

Howard T. Markey, of Chicago, Ill., a brigadier general in the United States Air Force Reserve, now is chairman of the board of the Air Force Association. . . . Recently honored by fellow townspeople at a testimonial dinner as "First Citizen of Ishpeming, Mich." was S. M. Codadas. . . . Colorado State University, describing William B. O'Donnell, of Las Cruces, N. Mex., as "Mister Education in New Mexico," recently awarded him an honorary doctor of laws degree. Dr. O'Donnell is vice-president of New Mexico State University.

One of the ten men recently elected a national vice-president of the U. S. Junior Chamber of Commerce was Lewis A. Aronowitz, of Albany, N. Y. . . . "For his years of civic accomplishments in the San Fer-



O'Donnell

Teamed Up for Service

Nine fathers and 21 sons find additional fellowship in Rotary.

(The father appears first in each series of numbered photos below.)

(1-3) Van S., Herbert A., and Robert M. Laughlin, Westfield, N. Y.; (4-6) J. W., J. Clare, and Willis H. Hayward, Logan, Utah; (7-9) William and Donnie Horlacher, both of Logan, Utah, and William S. Horlacher, Sugar House (Salt Lake City), Utah; (10, 12-13) Joseph B., Grant F., and B. Clark White, Logan, Utah, and (11) Joseph B. White, Jr.,

Lawrenceburg, Ky.; (14-16) William J., William J., Jr., and Robert H. Jernick, Nutley, N. J.

(17-19) Porter, Anton W., and William G. Kerckhoff and (20-22) William P., William P., Jr., and Phillip J. Yeager, Covina, Calif.; (23-27) Ernest L., Robert J., Edward L., and Don M. Pearce, Marquette, Mich., and David E. Pearce, Traverse City, Mich.; (28-30) Alton F., Alton F., Jr., and Edwin M. Baker, Eugene, Oreg.



nando Valley," Russell A. Quisenberry, of North Hollywood, Calif., was awarded the coveted "Fernando" Award for Civic Accomplishments by the associated chambers of commerce of the Valley. . . . One of the nine members of the governing council of the American Institute of Certified Public Accountants is Winston Brooke, of Anniston, Ala. . . . Recently presented to Orville Walker, of Gaylord, Mich., was the Superior Service Award in recognition of his many years of "outstanding service to agriculture." The presentation was made by 1952-60 U. S. Secretary of Agriculture Ezra Taft Benson. . . . Named "the foremost debate coach in America" by the National Forensic League was H. B. Mitchell, school superintendent in Seminole, Okla. Fellow townspeople celebrated his honor at an "H. B. Mitchell Day" banquet.



Walker

History Maker. A valuable reference for any Club is a history booklet like the one prepared by W. N. Davis for his Rotary Club, Dinuba, Calif. The booklet contains a page of Rotary International history, a six-page review of Dinuba Club history, information on the District and Past District Governors, and a list of all members and officers chronologically since the Club's founding in 1922.

Massive Support. When Harold B. Kellam, of Virginia Beach, Va., is confronted with a tough service-club problem while serving as 1960-61 Governor of District 760, he doesn't have to look far for counsel. Two of his brothers—Sidney and Frank—have served as President of the Rotary Club of Virginia Beach. The latter is a Past District Governor of Rotary International. Two other brothers—James and Richard—have served as presidents of Lions Clubs, while brother William has headed the local Kiwanis Club. As a matter of fact, Governor Harold comes from a family of 15 brothers and two sisters, the lot of them so distinguished in so many professional and business and civic pursuits that a record of their ac-

complishments reads like *Who's Who in Virginia*. Getting along with a large group of people is understandably easy for District Governor Kellam.

Banner Trip. Interesting things can happen on a European trip studded with Rotary Club visits, as Joseph A. Rafferty, of Glen Ridge, N. J., learned on a tour in which on behalf of his Rotary Club he presented its banner to Rotary Clubs of 20 European cities. In Salzburg, Austria, he was seated beside the Austrian Ambassador to Japan; in Nice, France, he found himself talking to a businessman who had the previous day signed a 600-million-dollar Brazilian contract.

Idea Tree. It's an idea of Rodolfo V. Guiang, President of the Rotary Club of Dagupan, Philippines. To remind himself and fellow Rotarians of the structure of Rotary and a Rotary Club, he instructed a local artist in the drawing of a "Rotary tree." The tree has four branches representing the four avenues of Rotary service. Club Committees and Committee members are listed on either side of the tree, with lines drawn to indicate in what branch of Rotary each Committee serves.

Spark. A pat on the back for good work in Rotary is a good idea, believes Alonzo Safford, President of the Rotary Club of Point Pleasant, W. Va., and so he instituted a "Rotarian of the Year" award and plaque, which went this first year to Joseph Buffington.

Tribute Day. Doubly remarkable is Robert B. Woodhull, of Dover, N. J. Not only has he completed 30 years of perfect attendance in Rotary—but he has served his Club as Secretary for an equal length of time. And so it's not surprising that a number of weeks ago the Rotary Club of Dover proclaimed

"Bob Woodhull Day," and proceeded to heap their guest of honor with fulsome praise, presenting him with a watch as they did so. "Bob" retired from the Secretary's job at the end of the 1959-60 Rotary year.



Woodhull



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Rotary Foundation Builders

SINCE the report in the last issue of *Rotary Clubs* that have contributed to The Rotary Foundation on the basis of \$10 or more per member 46 Clubs have become 100 percenters for the first time since July 1, 1960. As of November 15, 1960, \$158,171 had been received since July 1, 1960. The latest first-time 100 percent contributors (with Club membership in parentheses) are:

AUSTRALIA

Moruya (34); Oakleigh (30).

DENMARK

Nykobing Sjaelland (27); Norresundby (39).

ENGLAND

Hoddeson (43); Worthing (81).

FINLAND

Karls-Karja (22).

GERMANY

Aschaffenburg (21); Berlin-Nord (22); Cevelberg (26); Goppingen (31); Trier (34).

INDIA

Patiala (38); Jagadhri (20).

ITALY

Ragusa (41); Milazzo (26).

JAPAN

Kawasaki North (24); Omura (25); Sapporo South (68); Tokyo Kohoku (21); Tsubame (30).

FEDERATION OF MALAYA

Telukanson (20).

NORWAY

Vadso (25).

SWEDEN

Ronneby (35).

SWITZERLAND

Thun (46); Fribourg (35); Sursee (25).

UNITED STATES

Hayfork, Calif. (23); West Raleigh, N. C. (58); Farwell, Mich. (11); Trenton, N. C. (14); Fairmont, N. C. (32); West Miami, Fla. (28); Jim Thorpe, Pa. (16); Struthers, Ohio (39); Shenandoah, Iowa (74); Kearny Mesa (San Diego), Calif.

(28); Palm Desert, Calif. (60); Cheboygan, Mich. (42); Bethel, N. C. (31); Lillington, N. C. (18); Kinsley, Kans. (41); Manteca, Calif. (22); Menard, Tex. (39); Paxton, Ill. (34); Apple Valley, Calif. (31).

Clubs which have attained more than 100 percent status in contributions since July 1, 1960:

200 Percenters

Hollister, Calif. (60); White Salmon-Bingen, Wash. (25); San Mateo, Calif. (101); Yucca Valley, Calif. (28); Blasdell, N. Y. (20); The Spokane Valley (Opportunity), Wash. (55); Wilmington, Del. (192); Pennsauken-Merchantsville, N. J. (29); West San Jose, Calif. (42); Groves, Tex. (33); Port Pirie, Australia (33); Boise City, Okla. (31); Hialeah-Miami Springs, Fla. (50); Franklin Park, Ill. (31); Kirkwood, Mo. (80); Boggabri, Australia (18); Phenix City, Ala. (34); South Haven, Mich. (31); Port Washington, N. Y. (29); DeWitt, N. Y. (62); Pennsville, N. J. (47); West Palm Beach, Fla. (163); Roslyn, N. Y. (30); Minden, Nev. (36); Wadsworth, Ohio (74); Reidsville, N. C. (98); Atmore, Ala. (39); Los Gatos, Calif. (97); Lititz, Pa. (52); Waltham, Mass. (112); Columbiana, Ohio (70); Chelan, Wash. (40); Nesquehoning, Pa. (16); Coral Gables, Fla. (135); Ruston, La. (36); Boom-Rupel, Belgium (24).

300 Percenters

North Sacramento, Calif. (117); Selma, Ala. (74); Beatrice, Nebr. (81); Aberdeen, Idaho (25); Idyllwild, Calif. (20); Paradise, Pa. (28); Dhanbad, India (51); Waikiki, Hawaii (118).

400 Percenters

Demopolis, Ala. (39); Ely, Nev. (37); East Orange, N. J. (48).

700 Percenters

New Haven, Conn. (228).

Our Magazine—A Critique from Five Continents

[Continued from page 37]

That's my personal opinion. Could it bring a lot of harm?

Chinoy: I don't know. I feel that unrestricted arms, unresolved problems, make war a constant companion of man. Our goal is to bring about a better world—a world of peace through understanding—and unless we tackle these vexing problems, how can we assist in bringing about better understanding? I am reminded of the challenge Cliff Randall gave us when he was President: help shape the future by daring to face the present. That is the responsibility of our generation—men like ourselves from different lands—who can sit down across the table and understand each other. If that understanding could be achieved on a wider scale, as it can be in our Magazine, then I think we would be rendering a service to mankind.

Rastetter: Gentlemen, I think we have to take into consideration on two of these issues that the Magazine is regarded by many to be the official spokesman for Rotary International, and that articles on political issues might be misunderstood and misinterpreted unless the article itself is very carefully done. Such questions might be carried in the Magazine with someone "for" and someone "against" an issue, rather than having a single article which might be interpreted by some to be Rotary International's official position. With someone "for" and someone "against," you might be criticized for presenting the views, but there could be no possibility of misinterpreting Rotary's position.

Guevara: Yes, this is my point of view—to discuss for and against.

Duminy: Well, that gets us out of the

difficulty which I was foreseeing—about Rotary being part of a political song.

Chinoy: That has been the policy of our world-wide organization throughout—that on controversial subjects no Club should give its opinion, but should get speakers for and against the issue to promote informed thinking.

Lapenna: Another controversial issue to consider is that of racial discrimination, especially as it exists in America. In Europe it is not well understood. Many people in my country and in others, especially in France, need information on this matter regarding the Negro in America.

Duminy: And in South Africa, too.

Lapenna: Yes, Africa, of course. I think it is an issue to discuss from all sides, from many points of view, because Rotarians in Europe are saying, "How is this?" I speak from my own experience, because more and more I have heard about this, especially in France.

Guevara: Well, I think it's one of the things worth considering in the Magazine.

Duminy: The way Bill has put it removes the difficulties which I foresaw about Rotary International itself being accused of taking a particular political side, or supporting a particular shade of opinion. If the Magazine provides an open forum for authoritative opinion from individuals, carefully chosen, so that what they say can be taken to be documentary and completely authoritative, then I think we could serve a really good purpose in the area of controversy and help clear up a lot of misunderstanding and misconception.

Monroe: Here, fellows—here on the masthead page of every issue of both editions is a statement saying that this is the official Magazine of Rotary International, that it carries authoritative notices on Rotary affairs, but otherwise assumes no responsibility for statements by any authors.

Lapenna: A few months ago—I am changing the subject—I spoke with a Swiss Rotarian. He was a guest of our Rotary Club, and he said that Rotarians in Europe feel a need to read in the Magazine more about their countries and their Rotary Clubs. For instance, we are interested in more notices about how Clubs are getting on in Vienna, Stockholm, Helsinki, Rome, and other places in Europe. I would like to suggest, too, that the possibility be considered of a special issue, once a year or so, dedicated to two or three non-English-speaking countries, with one or two articles in each language. I don't know if that is possible, but I think it would help to increase readership of THE ROTARIAN in our countries.

Duminy: On that point, here's a thought I might pass on about a publica-

tion which a society in South Africa produces. We used to produce it originally just for internal circulation. We are a bilingual country and the great majority of us can speak two languages with some versatility—though we can't all speak both with equal versatility. Well, about half was in English and the other half was in Afrikaans. But it was thought more desirable to have an occasional issue for overseas reading. Now we prepare almost every issue for overseas reading. And what is done is that for every article a resumé is given in another language. And with the aid of pictures, even if you have only read the resumé, you know precisely what the pictures are about and you get the gist of the story. Now that is something which might be of useful application.

Monroe: On this matter of reaching a wider audience, gentlemen, what about the families of Rotarians? In your experience, in your regions, do the wives, children, and other non-Rotarians read *THE ROTARIAN* or *REVISTA ROTARIA*?

Guevara: Well, I am better qualified to talk about *REVISTA ROTARIA*. My personal experience in Ibero-America is that very often teachers go to the local Rotary Club in quest of copies of *REVISTA* when it contains articles that are world-wide in interest. I am also aware that when doctors and lawyers leave a copy of *REVISTA ROTARIA* in their office waiting room it disappears very quickly while other magazines remain. This is my own experience in my law office, and I have talked with many other professional people about it. Now I wish to take advantage of this opportunity to thank the thousands of American Rotarians who donate International Service subscriptions to schools, hospitals, and other institutions in Ibero-America. I think there are more than

7,000 of these subscriptions paid by Rotarians in the U.S.A.

Rastetter: Fellows, let's not end our discussion without looking into the future a little. *THE ROTARIAN* has been going 50 years now. It started as a 12-page newspaper in January, 1911. Today it is a Magazine that circulates in 130 countries—having subscribers in many countries where we do not have Rotary Clubs. There are distributed almost 400,000 copies of *THE ROTARIAN* each month and 42,000 copies of *REVISTA ROTARIA*. Do you see any direction that our Magazine should take in the next 50 years—or that you would like to see it take?

Chinoy: Well, I would say that it depends to a large extent on the way things shape in the next 50 years. It might turn out to be a world where our minds are not allowed to think. For example, D. D. told us about his insurance company where, within one six-hundredth of a minute, I believe he said, a machine produced a record of his activities in the insurance field for over 42 years.

Monroe: Yes, a typewritten report on one page by an electronic machine.

Chinoy: So, I hesitate to look into the future without some idea of how far the Machine Age is going to take us.

Duminy: Yussuff, if you look at the other side of the picture, doesn't the question arise of how far we should endeavor to shape the future?

Chinoy: Yes, if we have permission to think. You see, we are getting into that mass movement, that mass thinking. We are losing our individuality.

Monroe: Well, gentlemen, whether the machine takes over or not, and I don't think it will, the By-Laws of Rotary International say that there shall be a Magazine and that its purpose shall be to help the Board of Directors of RI advance the Rotary program. May I then sum up by saying that the Magazine is advancing the program of Rotary and thus fulfilling its function?

Duminy: Exactly—and you may care to add that in addition it gives the Clubs everywhere a feeling of cohesion. The Magazine is something we all have in common; it is something we can all learn from.

Chinoy: A sense of belonging . . .

Monroe: Then let me end this with a story that shows that sometimes our Magazine works too well. We had a man in my Club who read all the articles in *THE ROTARIAN* about Miami and Miami Beach and the great Convention Rotary International was going to have there. His interest aroused, he attended the Convention last May, spent an extra week in Florida, bought a home there and moved there . . . and we lost him! We miss him. We almost wish he'd never seen our Magazine.



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JANUARY, 1961

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Can Capitalism Win?

[Continued from page 21]

Institutions will depend upon the depth of our understanding. No one doubts the patriotism of the American businessman. He responds magnificently to a crisis which he fully comprehends. What he needs today is some dramatic force, some economic Sputnik, that will startle him out of his lethargy into full realization of the values of private capitalism and of the dangers that threaten its survival, dangers both within the system itself and without. He needs a

new frame of reference, one within which each daily decision will be measured first in terms of what is best for his country, and only secondary in terms of what is best for himself.

This urgently requires a fresh perspective as to the total values that are implicit in the American way of life, of which capitalism is a part but not the whole.

We need to tell ourselves over and over again that the production of goods is not an end in itself. We must put first things first. Our deepest satisfactions will always lie in the realm of the spirit. The material world must never domi-

nate our lives, but must be thought of only as advancing our ultimate purposes. The end objective of our form of social and economic organization is to clear the way for each citizen so that he may arrive at the fullest possible enjoyment of the talents he possesses, and achieve those goals which he sets for himself, in accordance with his own standards of excellence.

Paramount at all times must be the preservation of freedom. No amount of economic gain can ever compensate our society for encroachment upon freedom of choice for the individual.

Here is the Achilles heel of Communism. The Communists are prepared at any time to sacrifice the right of the citizen to live his own life, if by so doing the gross annual product of the nation as a whole may be increased.

We must never fall into that trap. Better by far, if need be, to accept less of material abundance than to restrict the mind and the spirit.

FREE enterprise must not be thought of as something separate and apart. Freedom has no subdivisions. It is integral, and must manifest itself simultaneously in all human activity, or it will begin to disintegrate in all phases of our lives. Our enterprise system, based upon the voluntary accumulation and use of private capital, must therefore be given a new dimension. It must be recognized as an institution that is even more significant as an expression of freedom than it is as a means of production. Even though it should turn out less in total goods and services than a system based upon central direction and compulsion, it must nevertheless be preserved for its own sake, and for its bearing on freedom for the individual.

Few businessmen would deny these truths, but some there are who have not yet related them directly to their day-to-day management decisions. There are still those who do not accept the full implications of the free market, those who turn to Government for support in their undertakings after the manner of the collectivists, those who seek to be shielded from risk while pursuing private gain.

The time is past, however, when Americans may be permitted to cast aside the burdens that accompany freedom, while enjoying its benefits. As a nation we shall be no stronger than the collective will of all our people, expressed through the voluntary acceptance of individual responsibility.

The answer, therefore, to the question of whether capitalism will win lies with each American. The conduct of the business community itself will determine whether or not it is to be perpetuated, and passed on to those who will follow.

Fusion and the Future

[Continued from page 23]

and the fusion-powered plasma drive took over. It would be but a 2-hour trip to the colonies on the planet Pluto.

An alarm bell rang. The captain turned toward the control panel and noted with satisfaction that the generators had reached their normal operating output—2 billion kilowatts. The ship approached the speed of light. With all the operating machinery functioning properly, John returned to his duties as a host in the passenger cabin. . . .

Stories of this type are available on any newsstand. With satellites orbiting about the earth, plans for moon trips, being discussed in Government circles, and the formation of "Space Agencies" a matter of record, science-fiction has lost its competitive advantage as fiction rapidly moves toward reality. Where could fusion fit in?

Rocket engineers measure the relative efficiency of their various propulsive fuels by a quantity known as "specific thrust." If one were to say that a fuel has a specific thrust of 200, it would mean that for every pound of fuel consumed per second, 200 pounds of propulsive force would be generated. Present-day liquid and solid chemical missile fuels have specific thrusts of the order of 300. Engineers estimate that a fusion-powered rocket could generate specific thrusts of better than 900. Certainly if practical fusion reactors can be made small enough (remember, in present rocketry, economics of operation are not of vital concern), they will ultimately play an important rôle in man's quest of space.

We visualize here the use of fusion reactors to supply vast quantities of electric power, which in turn would propel the rocket. However, it is also possible that the fusion plasma itself

may be the propulsion source. To date, Harvard and MIT are studying the use of ionized gases to produce thrust. The Republic Aviation Corporation has in operation an experimental model of a pinch plasma engine, which has been featured in the advertisements of that company. Working devices capable of sustained flight will not be long in coming.

An even more tenuous application of fusion power to transportation may be in the development of antigravity machines. Although the concept has been mentioned for some time, no serious interest has been shown until recently. The idea involves nullifying gravitic attraction between, say, a vehicle and the earth by means of a generated field or other effect which is equal and opposite to the attraction of gravity. Who can say whether such a device is even possible, let alone within our capability to build or use? If it does prove feasible, we suspect that tremendous amounts of energy will be required for its operation. Fusion may well be a likely source of that power.

Transmutation

Plutonium, an artificial element, is manufactured today by bombarding uranium 238 with neutrons. The process transforms the U²³⁸ into U²³⁹, which then decays into plutonium.

Another example of this process takes place in so-called breeder reactors. Here, as in other power reactors, the neutrons generated by the fissioning fuel are used to produce heat and to propagate the chain reaction. In addition, however, some neutrons are used to transmute a surrounding blanket of the proper material into new fuel which can replenish that used up in the reactor. If the original fuel were uranium, for example, and the blanket were made of thorium, absorption of neutrons would produce more uranium fuel.

Such a process is equally conceivable using neutrons emanating from a fusion



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JANUARY, 1961

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reactor. One of the more obvious possibilities is the use of a lithium metal blanket in such a reactor. Neutron bombardment of lithium produces tritium, the hydrogen isotope which can be profitably utilized as a fusion fuel.

Other such transmutations are possible. If fusion is only feasible in large-scale installations, we may still use fission-powered reactors for mobile applications. A CTN power plant could manufacture fission fuels for use in ship and aircraft reactors.

In addition, the alchemist's ancient dream of converting base metals to gold might be modified, as was mentioned earlier, to produce certain scarce elements needed for industry. For example, platinum, used widely in the electrical and chemical industries, could be made artificially if scarcity and demand warranted it.

Finally, radioisotopes, manufactured today in fission reactors, might just as easily be produced by fusion reactors. Their industrial, medical, and research utility need hardly be elaborated.

The scale of all such by-products might be the final contribution needed to make electrical power generated from fusion reactions economical in comparison with present-day generation methods. Crediting income derived from such sales against generating costs, and spreading it on a kilowatt-hour basis, could enable the power user to benefit from these transactions.

Mining the Ocean

It may never be necessary to turn to transmutation for the production of rare or fast-diminishing materials. We still possess a vast, untapped store of nickel, manganese, gold, iron, iodine, and most other elements within the oceans. Until now it has been economically unpractical to separate these dissolved salts except in a few instances (our table salt is one such exception).

With fusion power, extracting many of the elements will probably become more attractive. Certainly, as our traditional sources become depleted, we are likely to turn to the oceans for new supplies. The economics of this venture could be monstrously complicated since it is conceivable that electrical-power generation, fresh-water and fission-fuel production, and recovery of dissolved minerals will all be tied together in one complex operation.

On the other hand, fusion power has the potential to delay this very same

Home Work

*It takes a heap of living,
For many years I've known it,
To make a house a home—
It takes longer, though, to own it.*

—LEONARD K. SCHIFF

THE ROTARIAN

"mining" of the oceans since cheap power may make the working of very low-grade ore deposits practical. The choice between ocean and land mining will be made in each individual case from a study of the relative economics.

At Home

The increase of electrical-energy usage in the 20th Century has been nowhere more striking than within the home. Starting with substitution of the incandescent lamp for kerosene or gas lighting, the years have seen the gradual introduction of more and more gadgets, appliances, and systems within the home which utilize electrical power in performing a myriad of tasks and entertaining its occupants.

Abetted by an advancing technology and psychologically effective promotion, this trend should continue to increase in the years to come. Indeed, it is the growth in home consumption of electricity which forms the basis of a large part of our predictions of energy demand. Current estimates indicate that United States consumption of electrical energy *in the home* reached approximately 600 kilowatt-hours per capita in 1957. This represents better than a three-fold increase since the end of World War II.

Could the advent of cheap fusion power do other than accelerate this trend?

Many authorities are convinced that the home holds potential for greatly increased electrification. Some indeed go even farther:

Mr. Cisell* can see the day not far advanced when homes will utilize (electronic) safety and sensing that nobody ever thinks of today. "Our homes," he points out, "are still hand-downs from the bonfire age when folks lived in caves."

The time will presumably come, he contends, when instead of facing the elements with such rigid solutions as light and fire, we will have adjustable homes in which panels, for instance, will electronically shift to suit the changing climate. Electronics will be the home's watchdog and guardian against weather as well as trespassers.†

There is no reason why the home of the near future cannot be as nearly automated as the best modern factory without losing the qualities that make it a "home." A small central computer or controller could cook, clean, regulate climate, baby-sit, take messages, and generally free the housewife for other pursuits. Indeed, many of these devices have already been demonstrated in

model homes or at trade fairs. With cheap electrical power available, they can and will become an everyday commonplace.

Individual transportation will not be neglected, either. A commuter's car will travel an electrified highway system along a present route. Upon arriving at the access point nearest his home, his car would "lock" on the guiding signal, travel at a uniform high speed, and automatically maintain a safe interval with respect to all other vehicles. Since our friend would probably be engrossed in his morning paper (delivered by facsimile to a slot near the breakfast table), a warning bell would inform him of his approach to the proper exit nearest his destination. Returning the car to manual control, the operator would drive it to the entrance of his office building's parking lot. Once there, he would have the car parked automatically in its reserved space.

What would power the car? In all probability it would be electricity, whether received through the air by wireless transmission or supplied by batteries. Or, our commuter might use electric power supplied by fuel cells, which would convert hydrogen and oxygen directly into electricity. The hydrogen and oxygen, of course, would be made by electrolysis of water, using fusion-created electricity.

An interesting and highly beneficial side effect would result from a widespread use of electricity in industry, home, and transportation. Noxious fumes and waste products from the combustion of conventional fuels would no longer fill the atmosphere over densely populated or heavily industrialized areas. Battery- or radio-powered cars could not give off any exhaust gases, and those operating on fuel cells would produce nothing more harmful than water from the combination of hydrogen and oxygen. Moreover, many industries presently dependent on burning fuel for their power could use electricity instead—especially cheap and plentiful electricity. The net of this particular revolution would be cleaner, healthier cities everywhere.

Climate Control

Today, homes, planes, submarines—even entire multistoried office buildings—are heated, cooled, and air conditioned with pure, filtered air, by means of electric power. Yet people still enjoy going outdoors for one reason or another. Unfortunately, when they do, they are restricted by the seasons. Recreational facilities for Summer fun are useless in the Winter; Winter-resort areas must close in the Spring.

Why not, then, provide the ideal climate for an entire city, all year round? Let the parks have sunshine and

*Ben Cisell, executive vice-president, Electronics Specialty Company.
†John C. Waugh, Electronics Company Fixes 'Loose Ends,' *The Christian Science Monitor*, Boston, October 26, 1957.

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balmy breezes during the whole year, while ski resorts shiver under a blanket of snow in July as well as January.

We already have the construction materials, equipment, and techniques to build climate-controlled cities and parks. Imagine a vast, clear plastic bubble covering a locality. Pumps, heaters, filters, and refrigeration plants would maintain the air inside always at the desired temperature—night and day, Summer and Winter, while keeping the atmosphere always fresh and pure. Impractical, you say. True; but only because we lack cheap power in unlimited quantities. With fusion power, this dream, too, can become a reality.

* * *

We might continue this promoter's reverie indefinitely, but the basic point remains valid: cheap, plentiful electricity will make electrical equipment not only cheaper, but more desirable. Also, possible excess capacity will intensify the efforts of utilities to promote increased per-capita usage. Without arguing the sociological merits, it is certain that the material standard of living will increase with the spreading commercialization of CTN power. Of course, this is but a restatement of the ideas in the preceding chapter.

It is difficult to comment meaningfully on the sociological implications of fusion power, even though they will be far

more important to us than the material aspects glibly discussed above.

Even the most casual survey of human history—especially current events—shows that man controls Nature far better than he controls himself. Physical scientists have developed some methods for making predictions (which are more often right than not) by building on present knowledge. Social predictions and operations, on the other hand, are seldom as successful.

This is not an apology but, rather, a statement of fact. Human beings are unpredictable. Research into their actions is difficult and expensive, and most of us are inclined to be disinterested in the "why?" of individual and group behavior. Too often we are quick to grasp at the easy, glib answer to many of our social problems. Adherence to this practice will, we fear, make our plea for long-range planning useless even if heeded.

In trying to avoid the casual, effortless approach to these social problems, we urge some deep and objective thinking about human needs and the actions taken to satisfy them, to say nothing of man's increasingly heavy moral obligations and responsibilities, his philosophies, and creeds. Only then will a physical phenomenon, such as fusion power, be able fully to reach its potential as a great beneficent servant to mankind.

Your Letters

[Continued from page 12]

Communist infiltration efforts represent can cause such a failure. It is the duty of every Rotarian fully to understand this threat, to expose it, and to combat it with every weapon at his command.

—DON E. BUTLER, *Rotarian Telephone-Company Manager Spokane Valley, Washington*

Give Us More . . .

We need more articles like Ivan Hill's *It's Time to FIGHT the Cold War* [THE ROTARIAN for December]. We seem to need to tell the American people again and again of the wonderful gifts of the U.S.A., but they also need to know that the infiltrators are giving our freedom away at every chance. Tell them again that the Communist leaders' aim is to destroy us.

But mainly, encourage those Americans who haven't done so to recapture the values on which their nation was founded.

—MRS. CHARLES HORNER
*Wife of Rotarian
Lafayette, Indiana*

A Week Recalls a Year

It is not that I have been a Rotary Foundation Fellow: I have spent a year

—July, 1958, through July, 1959—as a high-school exchange student in Walled Lake, Michigan. I went there in the Youth for Understanding Michigan Teen-Age Exchange Program, and I lived with Walled Lake Rotarian Bob Thibideau and his family. . . .

It is not the fact that I was subsidized by the Walled Lake Rotary Club that made me feel at home in Michigan, but the fact that there were many people—and especially my foster family—who were not just Americans to me, but American friends. I know that many exchange students who have been in the States or who are there right now have had similar experiences.

I think that Rotary Foundation Week [see *The Look Must Be Forward*, by Frank F. Hornkohl, THE ROTARIAN for November] gives me the right (and task) to remember this year abroad once again and to express this in writing this short letter. Thinking of the small amount of responsibility I have had (and still have!) for helping to create a more "peaceful, international world," I once again wish to express my sincerest thanks to all the Rotary families who helped me while striving for this aim.

—LOTHAR SCHLAFKE
Oldenburg, Germany

Updating the Wieczoreks

Since the Editors were informed of the sponsorship of the Stanislaus Wieczorek family by the Rotary Club of Opotiki, and the subsequent mention in the Magazine of how this Polish refugee family is making a new start in New Zealand, some interesting things have been happening which we feel readers of the article *Rotary and the Refugee*, by Robert A. Placek [THE ROTARIAN for December], should know about.

Mr. Wieczorek, after holding two purposely temporary positions in the plumbing and building trades, has been appointed to a permanent position as male orderly at the Opotiki Public Hospital [see photo]. His work is spoken very well of by the hospital board. His



Orderly Wieczorek—his work brings hospital board approval (see letter).

JANUARY, 1961

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the Travel Issue

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wife has made some worth-while progress with the English language, and now has little difficulty in managing the family shopping. Josef, the eldest boy, has now settled down to an apprenticeship in the bakery trade. The second boy is doing well in high school and supplements the family income by working at a local department store after school hours.

The Wieczoreks' process of adapting themselves to conditions in a country so far away from their homeland has been so natural that it emphasizes very clearly the basic oneness of all the world's peoples.

—R. L. CARRUTHERS, *Rotarian Plumber*
Opotiki, New Zealand

How Hungarians Are Helped

It was heartening to read the article *Bela and Ari Make a Fresh Start*, by Sam Sommers, Jr. [THE ROTARIAN for December], for we in Switzerland also found generous and immediate assistance imperative to lessen the plight of Hungarian refugees. Many had come to our land following the revolt in 1956, but were unable to continue their livelihood or their studies.

I suggested a plan to help them, and this is the result:

By paying one franc extra at each of our weekly luncheons, Rotarians of District 179—that is, Switzerland and Liechtenstein—contributed about 2,000 Swiss francs every week. On a yearly basis, this would amount to an aggregate of 100,000 Swiss francs without being a heavy financial burden on the individual.

With the money collected in this way, we made it possible for 12 young Hungarians to matriculate in Swiss universities and schools of technology, providing board, residence, and other living expenses during several semesters.

Also, some of the funds were diverted to distressed former Rotarians and their families living in Hungary. To this day they get regular supplies of food, clothes, and money. Touching letters of gratitude prove that any help is still today very necessary and enormously appreciated.

—H. G. WASER, *Rotarian Stationery Distributor*
Zurich, Switzerland

Re: Blood Circulation

In his article, *Sixteen Books That Changed the World* [THE ROTARIAN for September], Robert B. Downs asserts that it was in William Harvey's *Essay on the Motion of the Heart and Blood* that the discovery of the circulation of the blood was first described. This is not exactly so. The first known publi-

cation of this fact was made, briefly, by Miguel Servetus, a radical Spanish theologian, in 1553. Servetus had studied medicine under the name of Villeneuve (his home town) and mentioned his discovery in his attack on Calvin, the "Restitution of Christianity." There is little reason to believe, however, that Harvey would have made use of Servetus' work, especially since the mention of it was buried in a mass of anti-Christian fulminations.

—JAMES P. COOKE, *Hon. Rotarian
Clergyman
Morrill, Nebraska*

Corrections Re: Liberia

Only recently has come to hand a copy of *THE ROTARIAN* for April, 1960, dealing with Africa south of the Sahara. There are a few statements made in the paragraph on Liberia (page 28) which we think would not have been made were you in possession of the full facts.

For instance, *THE ROTARIAN* said that "Today the 15,000 descendants of the ex-Americans largely dominate the country. . . ." The fact is that under the Unification Policy of President Tubman the line between the Americo-Liberians and the indigenous population has been

rapidly obliterated and it is difficult to differentiate except one carefully studies his ancestry.

The indigenous population has a full participation in government and it is untrue to say any one section dominates another. The Massaquois, Dukulys, and others who held and are still holding Cabinet positions are not descendants of ex-Americans. The recently retired Chief Justice of Liberia is of the Grebo tribe. In the National Legislature a number of the important committees are headed by members of the indigenous tribes, who constitute more than one-third of the membership of one of the three branches of government.

Another statement is that the "chief source of cash is the huge, efficient Firestone Rubber plantation." While in the past this might have been so, it is no longer true today. In the last ten years the "Open Door Policy" of President Tubman has attracted capital from many parts of the world and investments in this country are well over 150 million dollars, of which Firestone is not listed.

—E. REGINALD TOWNSEND, *Director
Liberian Information Services
Monrovia, Republic of Liberia*

'I Missed the Important Part'

By M. D. LESLIE

WHEN I was a young man, I had no particular objectives, but I did want to equal my family records for education, good behavior, and talent. However, I wanted to rise above our financial position. I strove for an education and a family and home and recognition of my technical and business ability. In this I succeeded to a satisfactory extent. But I needed something more. To my hands in May, 1924, came a magazine called *THE ROTARIAN* with an article entitled *What's This Success Thing?*, by Ellis Parker Butler. In it he listed five big wants: *to own; to seem; to know; to do; to be.*

The item "I want to be" seemed to fit my idea in life. Edison was a "to be," and he was my ideal. I made it my theme. I used it successfully in many talks and addresses before small and large groups. But I forgot to notice the most important thing in the article:

And the man who decides in his youth that his life will be a success if he can live so that he is satisfied, he has been a fair and square citizen, playing fair every day, ought to be counted a success.

I think the man who can live 65 years and then die feeling that 40 people are actually sorry he is

dead has made a pretty good success of himself. I put the number at 40, but that may be high and is merely a rough estimate.

If 20 in his own family—including his wife and children and nephews and nieces and cousins—and ten he has done business with, and ten others, are sincerely sorry he is gone, that man has certainly done something worth while. I doubt if Christopher Columbus could count 40 such. I've seen some old ladies who could figure on twice that many, bless their dear old hearts.

As I look back now at age 73, retired because of physical disability, I find that I have missed the boat. I belong to no clubs, no lodges, no associations and have scant interest in my church. My friends were my business contemporaries and they are all gone. I never bothered to replace them. A salesman once told me that he never bothers with the executives who are signing the contracts today; he built his business on the young man coming up.

So, young friend, dress up in your best and stand before the mirror and look yourself in the face and say, "I want to be—but above all I want to be a friend and have friends."

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Opinion

FROM LETTERS, TALKS
ROTARY PUBLICATIONS

'Insist on True Values'

JAMES IRVING BURGESS, *Rotarian*
Christian Science Practitioner
Wellesley, Massachusetts

Man's freedom begins in our very selves. In order for our minds to be pure of fear and superstition and their effects, perhaps we should give our minds, our inner selves, the same kind of daily scrubbing that we give our bodies. Teachers and moralists will have to go back to instructing that a good conscience is worth more than the most luxurious automobile. As free men, as thinking men, let us assume our responsibilities as citizens, and insist on true values for ourselves and our Government.—*From a Rotary Club address.*

On Doing the Job We Like

FRED K. MOULTON, *Rotarian*
Publicist

Siloam Springs, Arkansas

Many a doctor sacrifices his health and strength in administering to others that they may have health again. The thrill that he gets from this service is a power of enjoyment to him that nothing else could give. And so he gives and sacrifices . . . and is happy.

So it is with all other efforts. If this power of enjoyment is kept alive, it will carry one into a career of success and happiness.

The idea of doing the job we like holds good in all walks of life. But in doing that job we must not overlook the fact that the job must be done honestly and with full consideration for all mankind.

It is often said that a great deal of business is carried on without regard to the Golden Rule. Yet when an effort is made to apply it, there is a strange resurgence of goodwill between the parties involved and a spurt of stability and prosperity which simply doesn't exist among those who follow the dog-eat-dog method.—*From a Rotary Club address.*

To Do the Job a Key Is Needed

L. L. BAUMGARTNER, *Rotarian*
Horticulturist

Lake Mahopac-Carmel, New York

A lot of motors are rigged with pulleys, pulley trains, gears, etc., ready to do a good job. The motor switch is turned on, the whirring of power is heard—but nothing happens. Why? Someone forgot to put in the key!

Little seems to be said about the Rotary key, but the correct Rotary emblem shows a keyway. It is in the center of every wheel.

The key is just a small piece of metal, but, nevertheless, a vital bit of metal. It is not soft and easily torn and it is not hard (boiled) and adamant. It is just a tough bit of metal that can hold the line under pressure.

—It is resilient and rides with the punch.

—It is tough and can withstand tremendous shock loads.

—It is the shoulder-to-the-wheel.

—It turns the wheel.

This to me is the key to Rotary.—*From a Rotary Club address.*

Not Independent Wheels

RAYMOND H. NORMAN, *Rotarian*
Clergyman
Watford, England

The Rotary wheel has a serrated edge; it is a cogwheel. The function of a cogwheel is not just to revolve independently, but to engage with other cogs in revolving. We are not independent wheels concerned merely with our own interests or even our own businesses. "Service above Self" is no idle phrase, but should represent an attitude to life, and those ideals of Rotary are to be expressed, through us, in our professions and businesses, in the community, and internationally.—*From a Rotary Club address.*

The Workplace of Rotary

R. B. DEBLOIS WRIGHT, *Rotarian*
Clergyman
Picton, Ontario, Canada

It is precisely on main street that Rotary must do most of its work. The meetings are important opportunities for members to air their views on policy, but the Rotarian who hangs up his membership in Rotary when he hangs up his badge at the end of the meeting is selling the colleagues and the organization short. Rotary should not only grasp the hand but the heart in such a way that persons who have not been afforded the opportunity to join will want to become part of the Club because in reality it "practices what it preaches." As the church looks at Rotary, it cannot help but say, "Welcome aboard, for we are sailing toward the same port."

Stop a Minute

Stop a minute and say, "Hello,"
As along this weary road you go.
Just a thought or just a smile
Will shorten the road for many a
mile
For some poor fellow who's going
slow,
So stop a minute and say, "Hello."

—JOHN S. YOUNG, M.D.
Rotarian
Brentwood, Mo.

Your Magazine—A Chronology

IN the 50-year history of Rotary's official publication are chronicled many beginnings and endings and changes. Here are some of them.

JANUARY, 1911—The first issue, a 12-page newspaper called THE NATIONAL ROTARIAN, goes into the mails to 2,000 Rotarians. Its Editor is Chesley R. Perry, who was to serve for 32 years as Secretary of Rotary International.

JULY, 1911—The second issue appears containing a "President's Corner," news of the Clubs, and more than 20 advertisements.

NOVEMBER, 1911—The third issue is published, a 32-page number.

JANUARY AND MARCH, 1912—The fourth and fifth issues appear, then regular monthly issues follow.

MARCH, 1924—Letters from readers become a department of the Magazine under the title *Among Our Letters*. The first letter published commented on an article entitled *The Real Mission of Rotary*.

FEBRUARY, 1928—The first issue appears without the name of Chesley R. Perry on the masthead as Editor. Emerson Gause is listed as Managing Editor, a position he held under "Ches," who now begins devoting full time to his work as RI Secretary.

OCTOBER, 1928—Vivian Carter, of London, England, comes to the Editor's chair after having served Rotary in Great Britain and Ireland for several years.

MARCH, 1933—A debate on "Will Farm Allotment Help?" inaugurates a monthly feature (a debate or symposium) that has continued without interruption since then.

OCTOBER, 1933—REVISTA ROTARIA, the Spanish edition of the Magazine, begins with M. Hinojosa Flores as its Editor. He continued to serve as such until 1954.

JANUARY, 1935—After serving as Assistant Editor of the Magazine and as a member of its Board of Editors for three and one-half years, Leland D. Case is named Editor, a post he was to hold for 15 years.

JANUARY, 1936—A hobby department begins as the *Hobbyhorse Hitching Post*, this first installment including an article on book collecting and a directory of Rotarian hobbyists. Thus, the hobby feature, now called *At Your Leisure*, is 25 years old this month.

AUGUST, 1936—*Careers for Youth*, a collection of articles in THE ROTARIAN

by Walter B. Pitkin, is published. A paperback book, it became widely used as an aid to youth seeking job information.



Phelps

is devoted to "scientific discoveries of special interest to the businessman," with D. H. Killeffer, a consultant chemist, as its conductor.

JANUARY, 1940—The first appearance of *Stripped Gears* is introduced simply as "a new department devoted to levity."

MAY, 1940—International Service subscriptions are originated, and Clubs begin sending them to non-Rotarians and institutions in other lands. Today more than 8,000 of these gift subscriptions to REVISTA ROTARIA and THE ROTARIAN are sent annually.

NOVEMBER, 1942—*A World to Live In*, a collection of articles from THE ROTARIAN on the problems of creating a lasting peace after World War II, is published. More than 50,000 copies were distributed. Two similar books, titled *Peace Is a Process* (1944) and *Peace Demands Action* (1947), follow.

OCTOBER, 1943—Hilton Ira Jones, chemist and a Rotarian, becomes conductor of *Peeps at Things to Come*, a post he held until his death in May, 1955.

JANUARY, 1944—John T. Frederick, English professor, author, and radio broadcaster, becomes conductor of *Speaking of Books*.

AUGUST, 1950—Long the Business Manager of the Magazine, Paul Teetor becomes the Editor-Manager and serves until 1952.

FEBRUARY, 1955—Highest circulation figure is reached by the Golden Anniversary Issue, with the total paid circulation being 529,272. This included more than 200,000 extra copies purchased by Rotary Clubs and Rotarians the world around.

The Rotarian, young or old, who seeks to know Rotary well will find its fundamentals in the Constitutional documents, in Convention Resolutions, in the decisions of its administrative leadership, and in other expressions of its principles, traditions, and usages. To deepen his understanding and appreciation of this "bedrock Rotary," this department treats one or more of these basic matters each month.—The Editors.

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At Your Leisure

Hobbies, sports, adventure—how Rotarians relax.

FROM Monday through Saturday, ROTARIAN ELMER L. WINTER, of Milwaukee, Wisconsin, keeps a tight schedule as head of an international firm specializing in temporary-help service. How he relaxes on Sunday and whenever he has a free evening, he tells in this story.

IS YOUR everyday business routine turning you into a human UNIVAC? I was in danger of becoming one about eight years ago. A split-second appointment schedule, meetings, planning sessions, and daily bouts with charts, graphs, projections, and budgets—all were filling my days and restricting my creative interests. I sought an outlet that would take the pressure off, relieve the tension.

Then my wife—ah! what would we do without these dependable creatures?—suggested I try my hand at painting. My reaction was something less than enthusiastic. Me an artist? I had never had any training in art, nor had it ever stirred my interest. Still, I joined an art class for businessmen, and soon it became apparent that my wife was right: painting was for me.

What is there about working with brush and palette that fascinates so many businessmen? For me it is the opportunity to explore artistically and to create, to express myself without conforming to blueprints or formal patterns set by others, and, most important of all, to find outlets for creative ability that my own workaday world frustrates.

A magical quality about the pursuit of art is that it catches you quickly, if it is going to catch you at all. Almost immediately my art class became absorbing, even exciting. Late hours at home were spent in improving painting techniques. Travelling throughout America and abroad, visiting the more than 230 offices of my company, I found that the monotony of a trip could be broken by spending an early hour or two painting an old fishing wharf, a cluster of buildings, or scenes in a quaint village.

Now long-familiar sights were beginning to take on new meanings. For example, a city to the travelling man often evokes nothing more than appraisals of its market potential. "Yes," says the salesman, "that's a good city. I picked up eight new accounts there last week." But let that same salesman take up painting, and he begins thinking of cities in his territory in terms of landscapes and shorelines and street scenes. In many a city I have painted

a late afternoon sunset or a rooftop from the window of my hotel.

A few years ago, as I became more ardent about painting, I discovered that my enthusiasm was shared by many other business and professional men, all of whom were reaching out for the satisfactions of self-expression through the lively art of painting for pleasure. Some were learning to paint in the classroom, while others were taking correspondence courses. And many of them were turning out work of extremely high quality.

Since most "Sunday painters" have few opportunities to display their work before large audiences, and believing that the general public would be interested in seeing some of this work, I initiated a plan for a travelling art show. After exploring the idea with my associates in Manpower, Inc., we decided to organize and sponsor an exhibit entitled "From the Executive's Easel." To date the show has visited more than 40 cities in the U.S.A. during its three years of travel and has been seen by several million people.

With the travelling art show successfully launched on the road, I took on another major art project, one confined to my own back yard. Not content to stick with painting, I became interested in mosaic work, but not for myself alone. Since it was my family that had stirred my interest in art originally, I decided that we ought to have a family art project. We had just completed a cabana at one end of our swim-



An executive at his easel, Rotarian Elmer Winter puts final touches on a wharfside scene of moored sailboats.

ming pool, and the wall facing the pool needed a design to make it more attractive.

On this 26-by-6-foot stone wall we decided to put a mosaic mural depicting some of the vacations and business trips we had taken. I used painting tech-



One of 38 paintings in Rotarian Winter's travelling art show is this oil by Rotarian Werton Moore, Tulsa, Okla.

niques in designing the mural, and the entire family has been taking part in the work of setting the tile in a bed of cement on a series of Masonite-backed panels. We've been working on this scrapbook in stone since June of '59, and hope to have it finished by next Summer. Then, perhaps, we'll take on another family-sized art job.

In the meantime, I'll keep on with my painting, trying new techniques to meet the challenge of putting on canvas a scene that is before me. It returns me to my business mentally refreshed, eager to begin the daily routine again.

What's Your Hobby?

Leisure-time interests are almost as numerous as the sands of the sea. If you would like to have yours listed below—that is, if you are a Rotarian or a Rotarian's wife or child—just drop a note to THE HOBBYHORSE GROOM, and as soon as possible he will share the news with many thousands of readers of these pages. (Please give the name of your Rotary Club affiliation.) All THE GROOM asks is that you acknowledge correspondence which may result.

Stamp Collecting: Masud bin Shaneher (son of Rotarian—collects stamps; will exchange), Rast Gufar Press, Lyallpur, Pakistan.

Stamp: Mrs. Carl F. Reitz (wife of Rotarian—collects stamps; will exchange U.S.A. stamps for those of other lands), 110 Parker Ave., Alpena, Mich., U.S.A.

Chess by Mail: H. B. Fuller (interested in playing chess by mail; each contestant mailing his move to the other one), 99 Central Terrace, Cincinnati 15, Ohio, U.S.A.

Stamps: Edward H. Sharman (14-year-old son of Rotarian—collects stamps; will exchange stamps and information on stamps), P. O. Box 628, Auburn, Calif., U.S.A.

Flying Saucers: Ralph W. Jones (son of

Rotarian—interested in "flying saucers" and unidentified objects), Box 206, Lexington, N.C., U.S.A.

Stamps: Pramode Kumar (16-year-old son of Rotarian—collects stamps), 84 Experimental Garden, Dinaopore Cantt., Bihar, India.

Stamps: Sarah Lucas (13-year-old son of Rotarian—will exchange postage stamps of New Zealand for those of British Commonwealth and France), 100 Preston Cres., Dunedin, New Zealand.

Butterflies: R. N. Holman (collects butterflies; will exchange or purchase specimens, preferably from tropical countries), 1037 Henry St., Moose Jaw, Sask., Canada.

Rotary Commemorative Stamps: Cecil J. England (needs six of each issue of Rotary commemorative stamps for history of Rotary Club of Norwalk), P. O. Box 193, Norwalk, Calif., U.S.A.

Stamps: Linda L. Narvaez (daughter of Rotarian—collects stamps; will exchange for those of other countries), La Trinidad, Benguet, Philippines.

Pen Pals: The following have indicated interest in having pen friends:

Anne Soulier (15-year-old daughter of Rotarian—likes science, swimming, drum and bugle corps), P. O. Box 526, Abbeville, La., U.S.A.

Ehsan Mani (15-year-old son of Rotarian—interests include cricket, hockey, swimming, photography), 60 C. Canning Rd., Rawalpindi, Pakistan.

Joanne Jacobsen (13-year-old daughter of Rotarian—desires pen pals in U.S.A., interested in foreign dolls, stamps, movie-star pictures, collecting postcards), 19 River Ave., Byram, Conn., U.S.A.

Max Epstein (9-year-old son of Rotarian—wishes English-speaking pen pal in Israel and Switzerland; likes history; interested in stamp collecting and will trade), 2900 Sixth St., Bay City, Tex., U.S.A.

Beatrice Michael (19-year-old daughter of Rotarian—interested in music, singing, tennis, stamp collecting, painting; will exchange Indian stamps for those of other countries), "Sun Beam," Pudupet St., Palamcottah, Tirunelveli, India.

Susan Hale (13-year-old daughter of Rotarian—interests include music, art, collecting glass, bottles and vases, softball, tennis, Toschlog Rd., Richmond, Ind., U.S.A.

Barbara Bradley (17-year-old daughter of Rotarian—would like pen pals outside U.S.A.; interested in world history, literature, creative writing, classical music, and jazz, golf, gardening), 115 E. Roosevelt St., Appleton, Wis., U.S.A.

Yong Jun Lee (18-year-old son of Rotarian—desires pen pal outside Korea; interests are collecting coins, stamps, first-day covers, postcards), 139 Hu arm Dong, Seoul, Korea.

Nasrina Karim (16-year-old daughter of Rotarian—wants teen-aged pen pals; interested in coin collecting, popular songs, music, art, collecting paper dolls), Karim Manor, 150 Jubilee Rd., Chittagong, Pakistan.

Alex Way (11-year-old daughter of Rotarian—wishes pen friend outside U.S.A. and Canada; collects sea shells; likes swimming, dogs), 630 Beachview Dr., St. Simons Island, Ga., U.S.A.

Jo Linda Danner (12-year-old daughter of Rotarian—wants pen pal aged 11-13; likes swimming, skating, sewing, recorded music), Box 66, Ralls, Tex., U.S.A.

Tretha Danner (10-year-old daughter of Rotarian—enjoys swimming, horseback riding, Girl Scouts, piano), Box 66, Ralls, Tex., U.S.A.

Barbara Rae (12-year-old daughter of Rotarian—interested in stamps, tennis, basketball, ballet, water and snow skating), 1 Burwood Cres., Remuera, Auckland, New Zealand.

Carolyn Ward (13-year-old daughter of Rotarian—interests include stamp collecting, photographs, pets, Girl Guides), 90, Chatsworth Rd., Silverstream, Heretaunga, Upper Hutt, Wellington, New Zealand.

Migel Ward (11-year-old son of Rotarian—wishes pen friend aged 10-12 on farm outside New Zealand; interested in sports, puppets, farming), 90, Chatsworth Rd., Silverstream, Heretaunga, Upper Hutt, Wellington, New Zealand.

Hazel Menachemson (15-year-old daughter of Rotarian—wishes pen friend outside Union of South Africa; interests are stamp collecting, ballroom dancing, records, animals), P. O. Box 419, Bethal, Union of South Africa.

Everett B. Stevens (14-year-old son of Rotarian—wants same-age boy pen friend in English-speaking country outside U.S.A.; interested in Boy Scout, golf, swimming, hunting, travel), 3650 E. Third St., Duluth 4, Minn., U.S.A.

—THE HOBBYHORSE GROOM

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STRIPPED GEARS

My Favorite Story

All within a few days my wife decided to get a job, the maid decided to quit being our maid, and the dishes decided not to bathe themselves. On certain days I washed the things, on other days my wife washed them, and on other days they went unwashed. They had been unwashed for several days when the following wife-husband dialogue took place in my study:

Wife: "You'll have to wash the dishes tonight."

Husband: "I'm tired."

Wife: "I'm tired too."

Husband: "My feet hurt."

Wife: "My feet hurt too."

Husband: "My head aches."

Wife: "My head aches too."

Husband: "I'm growing old."

Immediately and without reply, the young wife left her elderly husband and went into the kitchen.

—ROBERT PARTIN, *Rotarian*
Auburn, Alabama

THE ROTARIAN will pay \$5 to Rotarians or their wives for favorite stories. Send them to *Stripped Gears*, **THE ROTARIAN Magazine**, 1600 Ridge Avenue, Evanston, Illinois.

Money Matter

Name the country which uses the following currencies:

1. Lempiran (Hungary, Honduras, Guam).
2. Krona (Poland, Philippines, Iceland).
3. Markka (Finland, Tahiti, Morocco).
4. Kyat (Burma, Lapland, Crete).
5. Drachma (Czechoslovakia, Congo, Greece).
6. Sol (Peru, Gibraltar, Union of South Africa).
7. Guilder (Germany, Belgium, The Netherlands).
8. Dinar (Iraq, France, Cuba).
9. Lira (Liberia, Italy, Israel).



"Your wife just phoned to say that she is spending the afternoon at the beauty parlor and the dressmaker's, and will probably be appearing at 5 o'clock in a new revised edition."

10. Hwan (Tibet, Greenland, Korea).
11. Rial (Switzerland, Pakestan, Iran).
12. Quetzal (Spain, Guatemala, Sweden).

13. Baht (Thailand, Luxemburg, Afghanistan).
14. Balboa (Panama, Syria, Ethiopia).
15. Sucre (Algeria, Egypt, Ecuador).

This quiz was submitted by Harold Helfer, of Washington, D. C.

The answer to this quiz will be found below.

'In' and 'Out'

*When I am in, I like to see
The snowflakes dance and spin,
But when I'm out and shovelling,
I wish that I was in!*

—KITTY PARSONS

The speaker beginning his talk at a club meeting advised: "My job, as I understand it, is to talk to you. Yours, as I understand it, is to listen. If you finish before I do, just hold up your hand."—*Rotary Cog*, STAMFORD, NEW YORK.

A pretty young nursing student and her doctor fiance had just broken their engagement and she was telling her troubles to her girl friend.

"Do you mean to say," exclaimed her friend, "he actually asked you to give back all his presents?"

"Not only that," sniffed the girl, "he just sent me a bill for 36 visits!"—*The Madison Rotarian*, MADISON, NEW JERSEY.

In filling out his application for a job in a factory, the man puzzled for a time over this question: "Person to notify in case of accident?" Finally he wrote: "Anybody in sight."—*Rotary Bulletin*, NEWARK, NEW YORK.

Teacher: "Johnny, why weren't you at school yesterday?"

Johnny: "Well, ma'am, I was coming, but a policeman said, 'Mind the steamroller,' so I stayed and minded it."—*The Spokesman*, SAINT JOHN, NEW BRUNSWICK, CANADA.

For fixing things around the house, nothing beats a man who's handy with a checkbook.—*Rotary Bulletin*, SPRINGFIELD, OREGON.

The lady had paper and pencil ready, while the operator looked up the number. "Madam," the operator said, "the



"Well, it's not a question of whether I'm a man or a mouse. As I see it, it's a question of whether what is downstairs is a man or a mouse."

number is CCapital 5-1531." The woman paused, then asked, "How do you make a capital 5?"—*The Gear*, SEDALIA, MISSOURI.

Baby sitter, greeting the returning parents: "Don't apologize. I wouldn't be in a hurry to come home either!"—*Rotary Bulletin*, BROWNSBURG-LACHUTE, QUEBEC, CANADA.

Limerick Corner

The Fixer pays \$5 for the first four lines of an original limerick selected as the month's limerick-contest winner. Address him care of *The Rotarian Magazine*, 1600 Ridge Avenue, Evanston, Illinois.

This month's winner comes from J. Van Chandler, a Kingsville, Texas, Rotarian. Closing date for last lines to complete it: February 15. The "ten best" entries will receive \$2.

COLD WAVE

*A pessimist lives in my town,
He greets everyone with a frown;
His griping is bold—
His handshake is cold—*

COX HUNT

Here again is the bobtailed limerick presented in *The Rotarian* for September:
*There was a keen sportsman named Cox
Who loved to go hunting a fox;
He went hunting one day
On a mettlesome bay.*

Here are the "ten best" last lines:
His last ride: he went home in a box.
(William Lloyd Imes, honorary member of the Rotary Club of Dundee, New York.)

He bit dirt in ten seconds (approx.).
(H. C. Hardwick, member of the Rotary Club of Oakville, Ontario, Canada.)

But now wishes he'd ridden an ox.
(Mrs. H. S. Cunningham, wife of a Riverhead, New York, Rotarian.)

But came home in a box labelled "Crocks"!
(J. A. Pearl, member of the Rotary Club of Winchester, England.)

Ended up at the School of Hard Knocks.
(Mrs. Roy Hopkins, wife of an Ironwood, Michigan, Rotarian.)

And landed, face down, in the phlox.
(Mrs. Scott Yancey, wife of a Culpeper, Virginia, Rotarian.)

But Cox, not the fox, got the box.
(C. E. Langlands, member of the Rotary Club of Wollongong, Australia.)

And his grave is now covered with phlox.
(Rayburn Burgess, member of the Rotary Club of Snyder, Texas.)

Mused the horse, "I'll have Cox on the rocks!"
(Gregory Walthew, son of a Seattle, Washington, Rotarian.)

And the fox brought him back in a box.
(Charlotte Holmes, daughter of an Alpine, Texas, Rotarian.)

Answer to Quiz

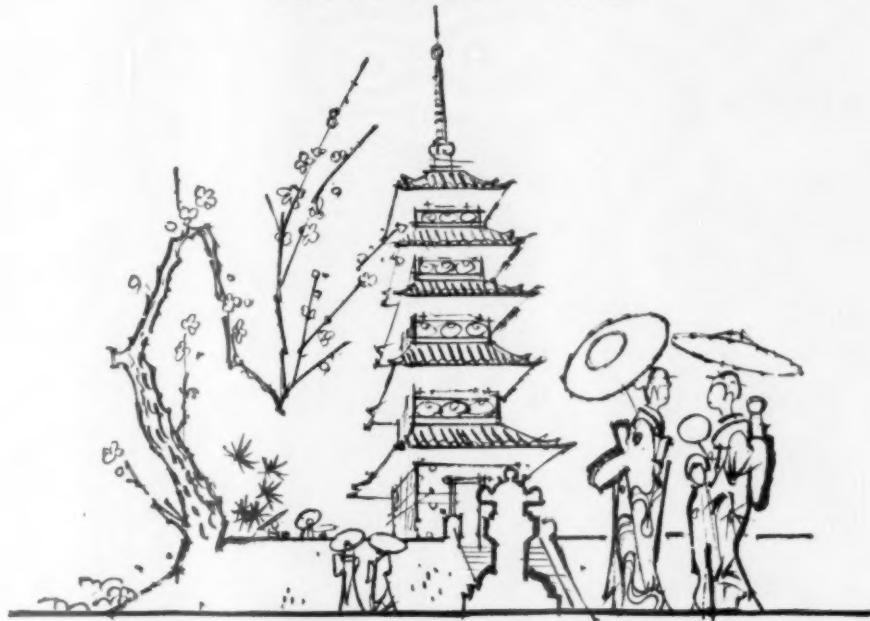
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■ Negative ions increase ciliary activity of the trachea—prevent congestion from accumulation of mucus—make breathing easier.

*windpipe

REFERENCES:

1. Kreuger et al: *Jnl. of Genl. Physiology*, Nov. 1957; *Proc. Soc. for Exper. Biol. and Med.*, July, 1959.
2. Kreuger et al: *Jnl. of Genl. Physiology*, Jan. 1960.
3. Kornblueth et al: *Amer. Jnl. of Phys. Med.*, Dec. 1955 and Feb. 1958.



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